



## 2014 POPAI Hall of Fame Inductees



### Lori Ali

Lori Ali leads the In-Store Organization for Mainland China Skin Care and Prestige at Procter & Gamble.

Her career started after graduating from Michigan State University in 1982. Ali has spent 32 years in Beauty and 25 years with Procter and Gamble. During this time she has always touched In-Store FMOT. She started at Redken Laboratories in package development working on POP and Primary Packaging for Hair Care and also was a

Brand Manager for Styling Products. In 1989 she moved to Giorgio Beverly Hills where she was a Group Manager for Promotions, Package Development and Technical Packaging. Following the acquisition by P&G she led Marketing Services for multiple Brands including Giorgio, Red, and Hugo Boss as part of the Fine Fragrance portfolio. Within her 25 years at P&G she has additionally led Cosmetics Marketing Logistics, was Associate Marketing Director of In-Store Services – Color Cosmetics and Hair Color, Global Cosmetics In-Store Capability Leader, and now leads In-Store for Olay and SK-II in Mainland China. Her rich variety of roles and experience has helped P&G establish its leadership position on In-Store Operations in Beauty.

Along with her excellence in In-Store Operations, she is dedicated to making a difference through people. She is a trainer of Leadership through People, spends time contributing to the community, and is a passionate mentor. She has led the United Way Campaign for P&G in Baltimore County and continues to mentor young managers, high school and college students while working in China.



### **Jerry Carter**

Jerry started in the P.O.P industry after graduating from Santa Clara University in 1973. His uncle, Jerry Potthoff, offered him a job, owner of the San Francisco based Tubes and Cores. In 1978, he was introduced to Walter Roosli, who was in charge of the Rapid Displays California operation, and he was offered a position in sales. Thirty-six years later, the rest is history, as Jerry is now the 5th member of Rapid Displays to be inducted into the POPAI Hall of Fame along with Earl Abramson, David Abramson, Walter Roosli, and Bruce Watson.

With his vast knowledge of P.O.P. and entrepreneurial spirit, Jerry has worked with some of the largest global brands during their early days, such as Atari, Activision, Electronic Arts, Disney Interactive, Time Warner Interactive, Nike and Adidas America. He also later worked with both Apple and Microsoft to launch a number of their early consumer products at retail. Beyond technology, he has done a significant amount of work with the entertainment studios, retailers, and consumer packaged goods companies.

Jerry's contributions to the industry go well beyond his work with clients. He was an active member of the San Francisco Ad Club 2 and still is a vocal presence in POPAI and various industry events.



### **Ron Eckert**

Eckert's career started at the Thomas A Schutz Company in Chicago in 1954. Eight months later he was drafted into the Army and served as an Arts and Crafts director. He returned to Schutz after his 2-year stint in the military, as a Designer. In 3 years he left Schutz and joined Century Display as their "Creative Director" where he worked for 3 years and later returned to Schutz as their Creative Director.

As director of Creative Services at Schutz his career matured to Senior Vice President, he was on the Executive Committee, and served as a member of the Board of Directors. He managed the designed

department and model shop, while actively assisting in customer services, sales presentations and customer orientations. He retired after 39 years at Schutz.

When Ronald joined his son Michael Eckert to set up Design Phase in 1996 he brought 41 years of experience in the P.O.P. industry with him. At Design Phase as VP of Creative Services his talents and experience were utilized for creative conception, design direction, pre-engineering, prototype development, sales and management. He ended his career at Design Phase in 2004 with a total of 49 years in P.O.P.

Eckert studied at The American Academy of Art and The Art Institute of Chicago.



### **David VanderWaal**

David VanderWaal leads LG Electronics USA's brand marketing activities for LG Home Entertainment and Home Appliance products. In his role as LG's U.S. head of marketing since early 2014, VanderWaal oversees marketing, advertising, research and consumer insights, sponsorships, promotions, in-store merchandising, and digital marketing for LG consumer electronics and appliances in the United States.

VanderWaal had served as director of brand marketing for Home Appliances, LG Electronics USA, beginning in May 2012. Previously, after joining the company in 2007, he led LG's award-winning U.S. in-store marketing efforts for home entertainment and home appliance business for five years.

His more than 25 years of industry experience includes creating marketing programs for major consumer brands such as Maytag, Jenn-Air and Hallmark. VanderWaal earned a bachelor's degree in marketing from the University of Illinois. He reports directly to William Cho, president and CEO of LG Electronics USA.