

# Revenue Growth Management Share Group, 2026

## Haug Growth Group, LLC

ESTABLISHED 2017 · BY INVITATION ONLY

## Where RGM leaders share what actually works.

The RGM Share Group brings together senior pricing and revenue growth executives from leading non-competing consumer goods companies to exchange candid insights, pressure-test strategies, and navigate shared challenges in a fully confidential setting not available through any public forum or industry conference.

**9**  
YEARS RUNNING

**18**  
MEMBER COMPANIES

**4**  
SESSIONS IN 2026

### HOW WE MEET

#### In-Person Sessions

Two two-day meetings held annually, in the Spring and Fall, at experiential locations across the US chosen to connect with the topics on the agenda.

#### Virtual Roundtables

Two 3-hour virtual sessions in Q2 and Q4, structured around questions and challenges submitted by members in advance. Added at the Group's request for 2026.

#### Year-Round Access

Members can submit questions to the full Group at any point during the year, keeping the dialogue going well beyond the scheduled meeting calendar.

### WHO PARTICIPATES

Senior leaders including VPs, Directors, and Group Managers with direct RGM and pricing responsibility at major consumer goods companies. To protect the integrity of discussion, membership is limited to one organization per competitive set.

### CONFIDENTIALITY & OUTSIDE EXPERTS

All discussions are strictly confidential and remain within the Group. No content is shared externally. Select outside experts, nominated by members, are occasionally invited to present on topics of particular interest to the Group.

### TOPICS COVERED

Post Event Analysis

TPM / TPO

Price Pack Architecture

Trade Architecture

Analytics

New Tools &amp; Systems

Working with Retailers

Talent Acquisition &amp; Development

RGM Department of the Future

Inflation &amp; Tariff Impact

### CURRENT MEMBER COMPANIES

Applegate Farms | Bayer | BIC | Conair | Colgate | Constellation Brands | Energizer | Gorton's | Hershey | Hormel | Kellanova | Kimberly-Clark | Marzetti | McCormick | Nutrabolt | Ocean Spray | Philip Morris | Reynolds Consumer Products

### SPRING SESSION

**March 24–25, 2026**

Accenture, Chicago, IL

### FALL SESSION + VIRTUAL ROUNDTABLES

**Dates & Location TBD**

Two virtual roundtables in Q2 and Q4. Dates to be confirmed with members.

### MEMBERSHIP INQUIRY

Ready to join a group of the industry's top RGM minds?

Membership is selective and limited to non-competing organizations. We welcome inquiries from qualified companies with active RGM functions.

[Inquire About Membership](#)

or email [walter@hauggrowthgroup.com](mailto:walter@hauggrowthgroup.com)