

BPAMA Convention 2026 – Conference Highlights

bp Global Strategy: Emma Delaney, EVP Customers & Products

- bp reinforced its long-term commitment to the US and emphasized that fuel remains foundational, resilient, and essential.
- Branded marketers are the backbone of the network and critical to bp's growth.
- bp remains focused on being the supplier of choice, delivering high-quality fuel, brand strength, and innovation at scale.

Americas Strategy: Greg Franks, SVP M&C (Video Message)

- Warm welcome and appreciation for attendees.
- Recognition of BPMA leadership transitions and heartfelt thanks to outgoing leaders.
- Reinforced bp's deep gratitude for customer partnership and commitment to continually earn their business.

Strength of Network: Lisa Blalock, VP US Convenience & Mobility

- Celebration of shared progress, brand growth, and customer partnership.
- Recognition of milestone anniversaries and philanthropic efforts.
- Continued collaboration to make bp and Amoco stronger together.

Marketing Programs & Offers: Alyssa Callahan, VP of Marketing

- Fuel quality elevated with TOP TIER™ / TOP TIER™ + certification.
- Global brand visibility rising through the Audi Formula One partnership.
- Refreshed, simplified fuel messaging featuring Invigorate and new claims.
- earnify is outperforming BPme with 88% retention and expanded through Prime and Fleet.
- The onsite experience remains the ultimate differentiator, supported by programs like Helios.