

retail
Innovation
conference



**APELLA
NEW YORK CITY**

MAY 9-10, 2017

PRESENTED BY

retail
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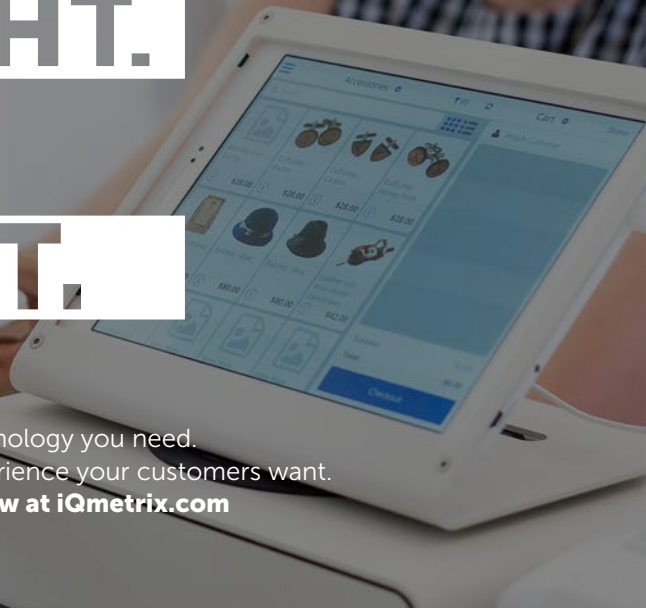


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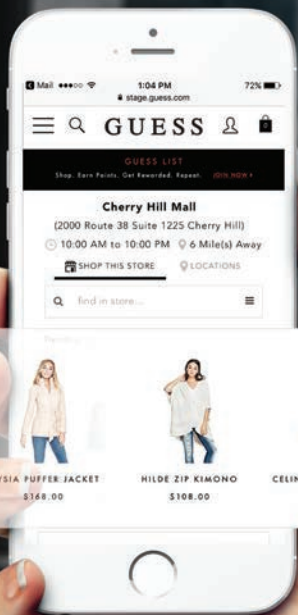
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GENERAL INFORMATION

Reach our keynote speakers via Twitter:



@TheGrok
BRYAN EISENBERG



@MoosejawMadness
DAN PINGREE



@KLobaugh
KASEY LOBAUGH

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HOW TO DRIVE THE RETAIL REVOLUTION

Welcome to the 2017 Retail Innovation Conference!

In our third year hosting the Retail Innovation Conference, we are thrilled to offer keynotes, case studies and panel discussions featuring more than three dozen retail executives and experts! And the 4th Retail Innovator Awards will showcase some of the most innovative thinkers in the retail realm.

We know that disruptive brands and innovative thinkers are raising the bar for today's retail companies. That's why the Retail Innovation Conference offers unique content focused on real-world success stories and the hottest retail technologies and trends. In a highly engaging and collaborative environment, you will learn how to keep pace with consumer trends and demands, and extend innovative thinking across the entire organization.

Here are just a few highlights of the next two days:

- Keynote with award-winning author **Bryan Eisenberg**, who will share insights into the Amazon playbook.
- Strategy-focused sessions featuring execs from **Moosejaw, Jet.com, Walgreens, Fabletics, Shinola, Neiman Marcus, TUMI** and many more!
- Panels featuring **retail CEOs** discussing the Community-Commerce connection and Technology Across The Enterprise.

Be sure to take advantage of all the networking opportunities, 1:1 meetings and case study breakouts!



Debbie Hauss

Debbie Hauss
Editor-in-Chief
Retail TouchPoints

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TUESDAY, MAY 9

Time	Session
7:45am Room 208	Retail TouchPoints Advisory Board Breakfast <i>By Invitation Only</i>
8:00am	Registration and Breakfast
9:15am Room 200	Welcome to #RIC17  Debbie Hauss, <i>Editor-in-Chief, Retail TouchPoints</i>
9:30am Room 200	<i>Keynote:</i> Winning With Pages From Amazon's Playbook  Bryan Eisenberg, <i>New York Times Best-Selling Author</i>
10:20am Room 200	How To Use Human Data And Insights To Power Effective CX And Personalization  Lindsay Ferstandig, <i>Director of Marketing, Stitch Fix</i>  Ernan Roman, <i>President, ERDM</i>
11:05am	Networking Break and 1:1 Inspiration Meetings
11:40am Room 200	Continuity Based Retail: How TechStyle Is Leveraging Innovation To Create A Seamless Customer Experience  Dustin Netral, <i>SVP, Fabletics</i>
12:15pm Riverpark	Lunch and Topic Table Discussions

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WORLD?



TUESDAY, MAY 9

Time

Session

1:30pm

Room 200

Breakout A:

**Meet the Disruptors 2017:
Tech Entrepreneurs & Retail Executives Become One**



Ryan Craver,
Chief Digital Officer, Lamour & Founder, Commerce Canal



Rathna Sharad,
Founder and CEO, runway2street and FlavorCloud



Alexandra Wilkis Wilson,
Co-Founder, Fitz, GLAMSQUAD and Gilt



Moderator:
Alicia Esposito,
Content Strategist, Retail TouchPoints

Room 207

Breakout B:

The Future Of Virtual Reality In Retail



Dan Ferguson,
EVP, Virtual Reality Strategy, Groove Jones

2:10pm

Case Study Breakout Sessions:

Room 203

Data, An Untapped Gold Mine For Retailers
featuring Pet Supplies Plus and Barnes & Noble

Room 204

Generate ROI With A Robust Review Management Strategy

Room 205

**How To Use Personalization And Customer Engagement
To Drive Immediate Revenue Increase**

Room 206

**The Connected Associate: The Role Of Technology In
Enabling Retail Workflows**

Room 207

**Samsung Launches Endless Aisle To Complete Their
Omnichannel Experience**

Room 208

**Emotional And Behavioral Loyalty: The Tradeoffs Among
Price, Experience And Convenience**

Know your customers
Respond authentically
Maximize lifetime value

TURN DATA INTO DOLLARS

With cutting-edge data science and flexible cloud applications



TUESDAY, MAY 9

Time

Session

2:50pm

Room 200

Breakout A:

Attribution: A Simple Way To Apply It To Your Business



Charlie Cole,
Chief Digital Officer, TUMI

Room 207

Breakout B:

Creating The Foundation Through Surprise & Delight



Bridget Russo,
Chief Marketing Officer, Shinola

3:30pm

Room 200

The Community-Commerce Connection



Katherine Brodie,
Director of eCommerce, Draper James



Jennie Baik,
Founder and CEO, Orchard Mile



Marta Wohrle,
Founder and CEO, Truth in Aging



Michelle Cordeiro Grant,
Founder and CEO, Lively



Moderator:
Kelly Stickel,
Founder and CEO, Remodista

4:00pm

Networking Break and 1:1 Inspiration Meetings

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ComQi is a global leader providing a cloud-based Digital Signage & Shopper Engagement Technologies that influences shoppers in-store through digital touch-points like in-store media, mobile, touchscreens, IoT & social media.

Digital signage helps drive traffic, increase sales & conversion rates and encourages brand loyalty. We know this because we have delivered such solutions on every continent for some on the largest most recognized retail brands like Gap, Athleta, Old Navy, Love's, H&M, Six Flags, Ford Motor Company, Meijer, and many others.

Retailers need to offer their shoppers stand-out in-store experiences. ComQi offers products & services that do exactly that from spectacular large scale LED screens to interactive touchscreens and shelf edge displays.

To learn more about digital signage in retail environments, please visit comqi.com or email us at jlynch@comqi.com



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TUESDAY, MAY 9

Time	Session
4:30pm Room 200	<p><i>Breakout A:</i> Artificial Intelligence In Retail: It's Time Now</p> <p> Greg Girard, <i>Program Director, Merchandise Strategies, IDC Retail Insights</i></p>
Room 207	<p><i>Breakout B:</i> Payment Security Beyond EMV: Where Should Your Attention Turn?</p> <p> Ryan Grogman, <i>Vice President, BRP Consulting</i></p>
5:00pm Room 200	<p>Escaping The Trap Of Convention: How To Rethink Retail And Regain The Customer</p> <p> Kasey Lobaugh, <i>Chief Retail Innovation Officer, Deloitte</i></p> <p> Jason Morris, <i>Vice President of Retail Technology, Walmart</i></p> <p> Chau Banks, <i>Executive Vice President, Chief Information Officer and Channel Integration, New York & Company</i></p> <p> Rose Hamilton, <i>Chief Digital Officer, The Vitamin Shoppe (former)</i></p>
5:45pm Room 200	<p>Day 1 Wrap Up</p> <p> Debbie Hauss, <i>Editor-in-Chief, Retail TouchPoints</i></p>
6:00pm Riverpark	<p>Networking Reception, sponsored by Deloitte</p>
Evening	<p>Taste of New York/Group Dinners At Top Manhattan Eateries <i>By Invitation Only</i></p>

YOTTA



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WEDNESDAY, MAY 10

Time

Session

8:30am

Registration and Breakfast

9:30am

Room 200

Welcome to Day 2 of #RIC17



Debbie Hauss,
Editor-in-Chief, Retail TouchPoints

9:40am

Room 200

Keynote:

**Love The Madness: Moosejaw's Take On
Experiential vs. Transactional Marketing**



Dan Pingree,
CMO, Moosejaw

10:10am

Room 200

Online Retail Disruption: How It Will Affect Every Retailer



Josh Wais,
Emerging Technology and Strategy Lead, Jet.com

10:40am

Networking Break and 1:1 Inspiration Meetings

11:15am

Room 200

**How Walgreens Is Staying Ahead On Convenience
In The Age Of Digital And The Customer**



Wayne Duan,
Director, Digital Commerce, Walgreens

11:35am

Room 200

Exclusive Survey Findings: Impact Of New Retail Roles



Debbie Hauss,
Editor-in-Chief, Retail TouchPoints



Vicki Cantrell,
Retail Strategist and former SVP, NRF

WEDNESDAY, MAY 10

Time	Session
11:50am	<i>Case Study Breakout Sessions:</i>
Room 203	Macy's Finds The Magic Of RFID
Room 205	Tapping Local Data To Drive Conversion And Foot Traffic At GUESS
Room 206	Driving Customer Engagement And Loyalty With A Unified Commerce Approach
Room 207	How Cloud Enabled Commerce Clicks With Always-Connected Customers <i>featuring Blue Apron</i>
Room 208	How Digital Signage Innovations Are Creating Remarkable Experiences And Driving Revenue

12:30pm
Riverpark

Lunch and Topic Table Discussions

1:45pm
Room 200

**CIO Panel:
Technology Innovation Across The Retail Enterprise**



Martha Heller,
President, Heller Search Associates



John Hnanicek,
*CIO, Chief Customer Innovation and Technology Officer,
The Vitamin Shoppe*



Jarrod Phipps,
CIO, A.C. Moore



Michael Israel,
CIO and SVP, Six Flags Entertainment Group

WEDNESDAY, MAY 10

Time

Session

2:30pm

Room 200

Breakout A:

Women Fueling Change: Understanding The Value Women Executives Bring To The Bottom Line



Helaina Roman,
Senior Strategist, Google



Kelly Stickel,
Founder and CEO, Remodista



Raina Rahbar,
Director, ?What If! Innovation Partners



Swan Sit,
VP, Global Digital, Elizabeth Arden



Moderator:
Debbie Hauss,
Editor-in-Chief, Retail TouchPoints

Room 207

Breakout B:

20 Tips In 20 Minutes To Increase Repeat Customers



Richard Shapiro,
President and Founder, The Center For Client Retention

WEDNESDAY, MAY 10

Time

Session

3:00pm

Short Break

3:20pm

Room 200

Breakout A:

Retail Innovation Labs: Turning Trends Into Reality



Scott Emmons,

Head of the Innovation Lab, Neiman Marcus



Pano Anthos,

Managing Director, XRC Labs

Room 207

Breakout B:

**On The Ground And In The Cloud:
The Crossroads Of Traditional And Next-Gen Retail**



Ruth Hartman,

Chief Merchandising Officer, Le Tote

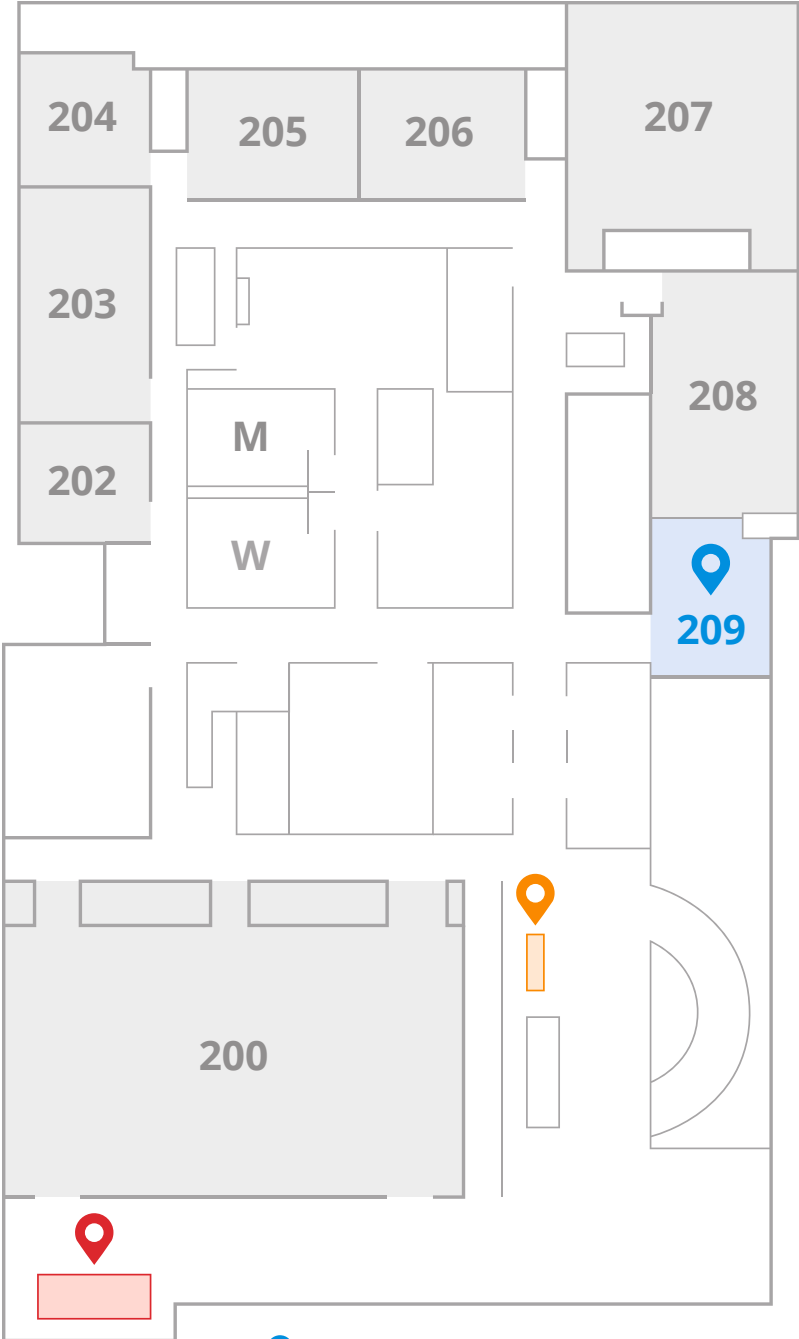
4:00pm

Room 200

Retail Innovator Awards Ceremony

5:30pm

Conclusion of the Retail Innovation Conference



 Retail Innovator Showcase

 Refresh & Recharge Station

 Innovation Bar

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