

# retail Innovation

conference



## DISRUPTION

How To Create  
Customer-Centric  
Commerce

# 2016

Apella, NYC May 10-11

Presented by

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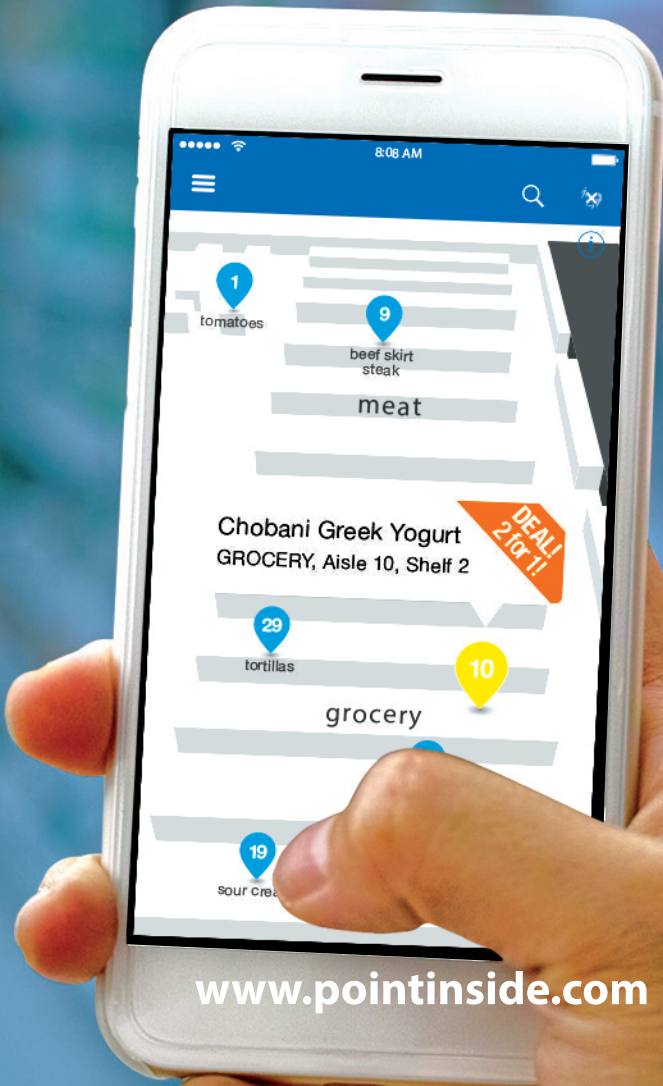


*Meet The Retail Innovator  
Award Winners! p18*

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GENERAL

# INFORMATION

Reach our keynote speakers via Twitter:



@Maureen\_Mullen



@KaseyLobaugh



@KenHughes

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# Innovation

# conference





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# DISRUPTION 2016

## HOW TO CREATE CUSTOMER-CENTRIC COMMERCE

### Welcome to the 2016 Retail Innovation Conference!

We hope you are ready to be inspired by retail leaders and industry executives during the next two days! It's time to roll up your sleeves and share ideas with colleagues, ask questions, present challenges and network!

This year we have more than two dozen speakers ready to present success stories and insights that will spark new ideas that you can bring back to the office to enlighten your colleagues. In addition to compelling keynote presentations, get ready for hands-on Innovation workshops, lunchtime tabletop chats, and networking opportunities designed to help you embrace the positive disruption taking over retail today and in the future.

A few highlights of this two-day event include presentations from three top industry experts, who will talk about innovative strategies and the disruptors that are impacting the future of retail:

- Day 1 Closing Keynote and panel with **Deloitte's Kasey Lobaugh**
- Day 2 Opening Keynote with **Ken Hughes**, an award-winning retail behaviouralist
- Day 2 Closing Keynote with **Maureen Mullen** from the **L2 Think Tank**

Over the course of the two days, we encourage you to network with the **impressive cross-section of retail executives** who are joining you for this event. By sharing your own stories, and listening to your peers' retail tales, we know you'll leave this event motivated to implement new ideas!

Get ready for a productive, educational and entertaining event!



*Debbie Hauss*

Debbie Hauss  
Editor-in-Chief  
Retail TouchPoints

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# AGENDA

TUESDAY, MAY 10

Time

Session

7:45-8:45 am

**Retail TouchPoints Advisory Board Breakfast** (by invitation)

8:00-11:30 am

**Registration Open**

8:00-9:00 am

**Networking Breakfast**

Welcome To The 2016 Retail Innovation Conference!



**Debbie Hauss,**

*Editor-in-Chief, Retail TouchPoints*

9:15-9:45 am

**Retail Disruption Case Study:  
Building A Big Brand With A Small Budget**



**Ken Lavelle, CEO and Jen Lavelle, CMO,**  
*Mizzen+Main*

9:45-10:15 am

**Using Human Data And Reciprocity  
Of Value For CX Innovation**

*Powerful CX Research Findings And Innovations At Rent The Runway*



**David Page,**

*SVP, Brand Strategy & Research, Rent The Runway*



**Ernan Roman,**

*President, ERDM; Author, Voice of the Customer Marketing*

10:15-10:45 am

**Networking Break**

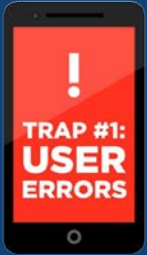
10:45-11:15 am

**Innovation Labs**

Topic-focused, hands-on workshops (*running consecutively*)

- **Customer Analytics** - *ThoughtWorks*
- **Mobile Commerce** - *Usablenet*
- **Omnichannel/Endless Aisle** - *iQmetrix*
- **Digital Signage** - *Reflect Systems*

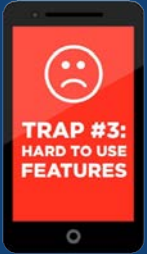
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# AGENDA

TUESDAY, MAY 10

Time

Session

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11:30-1:30 pm

**Innovator Awards Luncheon**

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1:45-2:30 pm

**Driving Revenue & Retention From Referral Programs**



**Jenna Klebanoff,**

*Director of CRM and Retention Marketing, Casper*



**Alison Ehrmann,**

*VP, Consumer Marketing, Fresh Direct*



**Marissa Ellstein,**

*Senior Product Manager, Card Referral Program, American Express*



**Moderator:**

**Debbie Hauss**

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2:35-3:15 pm

**CEO Panel:  
Insights From Innovator Award Winners**



**Shawn Nelson,**

*CEO, Lovesac*



**Jerry Hum,**

*CEO, Touch of Modern*



**Moderator:**

**Greg Girard,** *Program Director,*

*World-Wide Omni-Channel Retail Analytics Strategies, IDC*

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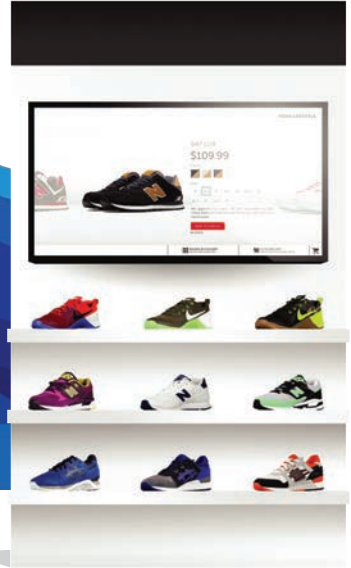


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# AGENDA

TUESDAY, MAY 10

Time

Session

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3:20-4:00 pm

**Retail For Social Good: Strategies & Benefits Of Cause Marketing**



**Marci Zaroff,**  
*Founder, Under The Canopy*



**Bridget Burns,**  
*Social Media Strategist, Tom's of Maine*



**Mary Holahan,**  
*Digital Marketing Manager, Dick's Sporting Goods*



**Kane Calamari,**  
*President, Ace Hardware Foundation*



**Moderator: Greg Buzek,**  
*President, IHL Services*

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4:05-4:55 pm

**Closing Keynote and Panel**

Retail Disrupted: Using Empirical Market Share Data To Measure Industry Disruption



**Kasey Lobaugh,**  
*Chief Retail Innovation Officer, Deloitte Consulting*



**Lance Thornswood,**  
*Senior Director, Omnichannel, JCPenney*



**Scott Moore,**  
*former SVP, Marketing, Best Buy*

---

4:55-5:00 pm

**Wrap up**



**Debbie Hauss,**  
*Editor-in-Chief, Retail TouchPoints*

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5:00-6:00 pm

**Cocktail Reception**

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6:30-11:00 pm

**Taste of New York/Group Dinners At Top Manhattan Eateries**  
(by invitation)

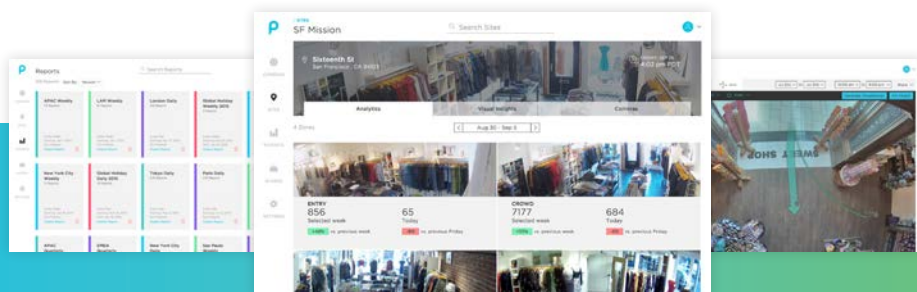
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# AGENDA

WEDNESDAY, MAY 11

Time

Session

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8:00-9:00 am **Breakfast and Registration**

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9:00-9:05 am **Welcome and Intros**



**Debbie Hauss,**  
*Editor-in-Chief, Retail TouchPoints*

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9:05-9:55 am **Opening Keynote**  
Positive Disruption: Triggering Interest Through  
Experiential Retail



**Ken Hughes,**  
*Founder, Glacier Consulting; Leading Consumer and Shopper  
Behaviouralist*

---

10:00-10:30 am **Innovation Labs**  
Topic-focused, hands-on workshops (*running consecutively*)

- **Internet of Things** - *Software AG*
  - **Referral Marketing** - *Extole*
  - **Store Analytics** - *Prism Skylabs*
  - **Operational Efficiency** - *Google Apps for Work*
- 

10:40-11:10 am **Retail Disruption In 2016: Featured Presentation**



**Jodie Fox,**  
*Founder, Shoes Of Prey*

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11:10-11:40 am **Networking Break and 1:1 Inspiration Meetings**

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# AGENDA

WEDNESDAY, MAY 11

Time

Session

11:40-12:20 pm

**Meet The Disruptors Panel**



**Sharon Klapka,**  
*Director of Business & Brand Development, Adore*



**Colin Hunter,**  
*CEO, Alton Lane*



**Ruth Hartman,**  
*Chief Merchandising Officer, Le Tote*



Moderator:  
**Alicia Fiorletta,**  
*Content Strategist, Retail TouchPoints*

12:20-1:55 pm

**Lunch/Topic Table Discussions**

2:00-2:40 pm

**Retail Disruption Case Study:**  
Brand Growth Success Story



**Barry Beck,**  
*Founder and COO, Bluemercury*

2:45-3:15 pm

**Networking Break and 1:1 Inspiration Meetings**

3:20-3:50 pm

**Strategy Session:**  
Best Practices For Retail Location-Based Technologies









**Lee Summers,**  
*Marketing/Technology Manager, Nebraska Furniture Mart*



**Aaron Dane,**  
*Retail Experience & Innovation Manager, Point Inside*

# AGENDA

WEDNESDAY, MAY 11

Time	Session
4:05-4:45 pm	<b>Payment Disruption</b>  <b>Eric Shea,</b> <i>Partner, Kurt Salmon Digital</i>  <b>Vibhav Prasad,</b> <i>SVP, Innovation, MasterCard</i>  Moderator: <b>Adam Blair,</b> <i>Executive Editor, Retail TouchPoints</i>
4:50-5:20 pm	<b>Closing Keynote</b> <b>The Death of Pureplay Retail</b>  <b>Maureen Mullen,</b> <i>Co-Founder, Chief Strategy Officer, L2 Think Tank</i>
5:20-5:30 pm	<b>Wrap up/Takeaways</b>  <b>Debbie Hauss,</b> <i>Editor-in-Chief, Retail TouchPoints</i>
5:30 pm	<b>Conclusion of RIC16</b> Safe Travels!
Evening	<b>Taste of New York/Group Dinners At Top Manhattan Eateries</b> By invitation Only (6:00pm - 10:00pm)
 Prism	<b>Prism Cocktail Reception at STORY</b> <b>When:</b> Wednesday at 7:00-9:00pm ET <b>Where:</b> STORY, 144 10th Ave, NYC Register at: <a href="http://rtou.ch/ricprism">http://rtou.ch/ricprism</a>


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# RETAIL INNOVATOR *awards* 2016

**Tuesday, May 10, 11:30am-1:30pm ET**  
Lunch and Awards Ceremony

Host:

**Debbie Hauss,**  
Editor-in-Chief, Retail TouchPoints

Presenters:

**Greg Buzek,** IHL  
**Nina Alexander-Hurst,** Baublebar  
**Melissa Gonzalez,** The Lionesque Group  
**Gary Schwartz,** Impact Mobile  
**Alicia Fiorletta,** Retail TouchPoints

*Meet the Retail Innovator Award winners,  
pages 18-26*

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## Meet The Retail Innovator Award Winners!

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### **Morgan Hermand-Waich**

*Founder & CEO, Adore Me*

Morgan's first investors were his Harvard professors. He raised \$11.5M from VCs and private investors and launched the disruptive lingerie business in 2012.

---



### **Barry Beck**

*Founder & COO, Bluemercury*

Barry's luxury beauty chain recently was acquired by Macy's. Bluemercury pop-ups are opening in Macy's stores. Barry also founded M-61 Laboratories, a natural cosmetics brand.

---



### **Jennifer Wang**

*Co-Founder, Dealmoon.com*

Jennifer created a niche within the Chinese-American demographic, offering curated recommendations from sister e-zine site, Fashion Moon. Up to 13M shoppers view dealmoon.com daily.

---



### **Mary Holahan**

*Digital Marketing Manager, Dick's Sporting Goods*

Mary leads the digital and social strategy to maximize customer reach and engagement and drive the integration of digital content and commerce.

---



**Dana Schwartz**

*Director of Marketing and eCommerce, ECCO*

With a strong background on the technical side, Dana is able to realistically operationalize major initiatives, while driving brand strategy, activation and commercial success.

---



**Shawn Coombs**

*Director of Product Management, Home Depot*

Shawn has led the omnichannel integration of consumer-generated content — ratings and reviews, Q&As, visual inspiration, and product sampling programs — across digital and physical channels.

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**Ryan Craver**

*President and CEO, Lamour/Trimfit*

Ryan's natural fascination with the intersection of retail and technology has inspired leading brands to be on the forefront of the evolving "connected retail" environment.

---



**Shawn Nelson**

*Founder and CEO, Lovesac*

Shawn grew Lovesac to a 60-store chain with a suite of patented furniture inventions. Lovesac was named America's fastest growing furniture retailer in 2013.

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## Meet The Retail Innovator Award Winners! *continued*

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### **Michael Moore**

*CMO, Lowes Foods*

Michael is leading a rebranding effort that includes new in-store concepts and products, advertising, grassroots marketing, guest insights and analytics, personalization, loyalty, and strategic partnerships.

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### **Jason Richard**

*CIO, Lucky Brand*

Jason led the effort to build a future-proof foundation for innovative customer experiences, including RFID-enabled touchscreens to provide information and assistance to shoppers.

---



### **Lee Summers**

*Marketing/Technology Manager,  
Nebraska Furniture Mart*

Lee is responsible for the overall direction, resource allocation and operations of customer-facing digital technology. One project recently was named Best Digital Signage in Retail.

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### **Paul Carroll**

*VP, Digital and eCommerce Creative,  
New York and Company*

Paul has reinvented how NY&C approaches e-commerce by accelerating rich, creative output and reducing time-to-market from months to days and hours.

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**Keith Klug**

*Director of Energy, Sears Holdings*

Keith's Energy Team has improved facility maintenance and energy efficiency initiatives, saving the company more than 1 Billion kilowatt hours (kWh) of energy since 2008.

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**Angela Gearhart**

*Senior Director, Store Experience,  
Sleep Number by Select Comfort*

Angela has helped transform mattress shopping by integrating digital experiences that allow the store to become a 3-D selling tool, creating relationship-based selling.

---



**Egil Moller Nielsen**

*SVP, eCommerce, SmartCentres, Inc.*

Egil has led the introduction of Penguin Pick-Up and Penguin Fresh, services that combine the benefits of online with brick-and-mortar at more than 250 SmartCentres.

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**Scott Palmer**

*COO, Spikeball*

After winning \$500,000 on "Shark Tank," Scott grew the business and sells Spikeball sporting goods in more than 30 countries, both online and in stores.

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## Meet The Retail Innovator Award Winners! *continued*

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### **Faisal Masud**

*EVP and Chief Digital Officer, Staples*

Faisal has overseen the advancement of omnichannel capabilities, including Buy Online, Pickup in Store (or BOPIS). Staples has increased the customer pickup rate, and sped up times for associates to pick orders.

---



### **Jerry Hum**

*Co-Founder & CEO, Touch of Modern*

Recently named one of Forbes' "30 Under 30" for 2015, Jerry and 3 co-founders serve more than 7M registered customers, helping men discover unexpected products.

---



### **Bridget Burns**

*Social Media Strategist, Tom's of Maine*

Bridget is responsible for digital content strategy and creation, in addition to managing Tom's influencer programs, which focus on the "power middle" of micro-influencers.

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### **Marci Zaroff**

*Founder, Under the Canopy*

Marci founded the innovative sustainable lifestyle brand in 1996 — now co-owned with Hilco Global and Earthbound Brands. She pioneered the ECOfashion movement.

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**Patrick Walsh**  
*COO, VILLA*

Patrick implemented a non-traditional personalization strategy specifically tailored at the individual level for VILLA's Millennial audience, resulting in a 20% boost in conversion rates.

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**Simon Rodrigue**  
*SVP eCommerce, Walmart Canada*

In 2015, Simon worked to position Walmart as a leading omnichannel retailer in Canada, launching online ordering/in-store pick-up, Grab & Go lockers and free shipping.

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**Kevin Lavelle**  
*Founder/CEO, Mizzen+Main*

Kevin founded the company believing that men should not have to choose between style and comfort. Today, Mizzen+Main sells 80% online and in 150 luxury stores.

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**Chris Purkey**  
*VP, Gearhead Operations, Backcountry.com*

Chris has worked to bring the concept of true relationship-based consultative selling to the business to consumer sales world, specifically within the outdoor industry.

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## Meet The Retail Innovator Award Winners! *continued*

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**Eric Grosse**  
*CEO, Chairish*

Eric and his co-founders created a furniture marketplace that helps people buy and sell quality home furnishings and offers curation, credit card processing and fulfillment.

---



**Josh Neblett**  
*Co-Founder and CEO, etailz*

Since co-founding etailz as a college student, Josh's bootstrap and innovation mentality have been catalysts for etailz' consistent YOY growth from 2009 -2015 (\$435K-\$93M, respectively).

---



**Cathy Pryor**  
*SVP, Store Operations, Hibbett Sports*

For more than 27 years, Cathy has helped Hibbett Sports grow from less than 30 stores to close to 1,000.

---



**Nadia Shouraboura**  
*CEO, Hointer*

Nadia helps retailers test ideas that remove customer friction and improve the overall experience. She currently is working with Macy's to optimize the dressing room experience.

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**Gihad Jawhar**

*VP, Digital, Lowes*

Gihad developed the e-Commerce and digital strategy for Lowe's.com, mobile site, tablet site, 2 native apps and the mobile app used by 230,000 employees.

---



**Kim Keating**

*Assistant VP, Digital Engagement Strategy, AT&T Operations*

Kim helped to transform AT&T's online chat experience — including 12,000 agents and 2,000 concurrent chats — resulting in a 24% increase in agent satisfaction.

---



**Yael Aflalo**

*Founder and CEO, Reformation*

Focused on sustainability, Yael helped Reformation save 5M lbs of CO2 and 450M gallons of H2O in 2016. Yael believes "green" also can be stylish.

---



**Mike Karanikolas**

*Co-Founder and Co-CEO, REVOLVE Clothing*

Mike spearheaded a digital-first approach, offering Millennials access to emerging designers. With \$450M in total sales, mobile accounted for 50% of site traffic in 2015.

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## Meet The Retail Innovator Award Winners! *continued*

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### **Steve Foust**

*VP, Marketing, Spiraledge*

Steve is extending personalization across every touch point (web, mobile, search, social), with recommendations, personalized sort and type-ahead search. YogaOutlet.com achieve triple-digit sales growth.

---



### **Jack Ojalvo**

*CEO, Supplementer.com*

Jack has helped implement unique buying experiences, such as virtual selling via QR codes in gyms, vending machines in sports centers and pop-up stores.

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### **John Hazen**

*VP, Omnichannel and Digital Innovation, True Religion*

John has helped True Religion increase conversions and keep shoppers in-store longer with the endless aisle Apple Watch app and interactive digital screens.

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### **Jim Brett**

*President, West Elm*

Jim has placed a major focus on impact sourcing — using purchasing power to improve workers' lives with investments in programs like healthcare and literacy.

# RETAIL INNOVATOR

# awards 2017

Do you know a retail innovator you'd like to nominate for next year's awards?

Nominations are open now:

[retailinnovationconference.com/awards](http://retailinnovationconference.com/awards)

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*Retail TouchPoints* also honors retail companies during the year through other awards programs:

- **Social Media Maven Awards**
- **Store Operations Superstar Awards**
- **Customer Engagement Awards**

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