

retail Innovation

conference

A lightbulb icon where the glass part is filled with numerous small white icons on a red background. These icons represent various retail and technology concepts, including a location pin, a smartphone, a shopping cart, a mail envelope, a magnifying glass, a speech bubble, a truck, a storefront, a person, a Wi-Fi symbol, a speech bubble with a checkmark, a document, a gear, and a shopping cart with a checkmark. The base of the lightbulb is a simple white outline.

Convene,
New York City

May 6-8, 2019

PRESENTED BY

retail
TouchPoints®

The logo for TouchPoints, featuring the word "TouchPoints" in a bold, sans-serif font. The letter "P" is replaced by a white shopping cart icon on a red circular background. A registered trademark symbol (®) is located to the upper right of the word.

EMBRACE RETAIL DISRUPTION

Welcome to the 5th Annual Retail Innovation Conference!

It's time to roll up your sleeves and spend the next two days becoming inspired and motivated by our lineup of 70+ retail speakers and 35+ sessions. Also, be sure to stop by our sponsor tables in order to discover new tools and technologies that can help bring your business to the next level.


We hope you enjoy the event. Be sure to let our team know how we can help make your time here as valuable as possible.




Debbie Hauss


Executive Director, Content
Retail TouchPoints

RESOURCE CENTER

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AGENDA

SESSION KEY

- Digital Strategies [Forum A] | 
- Marketing/Customer Engagement [Forum B] | 
- Operational Planning [Hub One] | 
- Omnichannel CX [Hub Two]
- General Session/Keynote [Forum]
- Networking Breaks/1:1 Meetings
- RIA Winner

TUESDAY, MAY 7

7:00-8:00am	Central Park Fun Run: NY Running Company by JackRabbit, Shops At Columbus Circle
8:00-11:45am	Registration Open
8:30-10:00am	Networking Breakfast
10:00-10:05am	Welcome To The 2019 Retail Innovation Conference! Debbie Hauss, <i>Retail TouchPoints</i>
10:05-10:12am	Evolving With The Mobile Consumer Brian Long, CEO, Attentive
10:12-11:00am	● Keynote: From Iteration To Innovation: How Top Brands Are Surviving And Thriving In Digital Darwinism Brian Solis, Principal Analyst, Altimeter
11:00-11:30am	● How Innovative Business Strategies Propelled The Ugg Brand Brian Smith, Founder, Ugg
11:30am-12:10pm	● Networking Break/1:1 Meetings
12:10-12:45pm	● Why Loyalty Programs Aren't Working And How Shinola Used Customer Insights To Create A Non-Traditional 'Loyalty' Strategy Shannon Washburn, President, Shinola Ernan Roman, President, ERDM Corp.
12:45-1:15pm	● A Fireside Chat With Fashion Legend And Innovator Nicole Miller Nicole Miller, Founder, Nicole Miller  Dan Hodges, CEO, Consumers In Motion <i>Moderator</i>
1:15-2:15pm	Lunch/Lunch & Learns and Topic Tables [Forum A]
FORUM B	How AI Is Transforming The 200-Year-Old Brooks Brothers: A Customer Success Story From ORS Todd Treonze, CIO, Brooks Brothers Chandra Subramanian, Executive Vice Chairman, ORS
HUB ONE	How Alibaba Cloud Empowers Retailers To Transform In The Age Of Digitalized Commerce Karen Lu, Director, Business Development, Alibaba Cloud International
HUB TWO	PayPal Credit And How Retailers Can Grow Sales, With An Eye Towards Millennials Dana Warren, Sr. Director, Merchant Development, PayPal Credit

2:15-2:45pm

● **AI Panel: How To Build A Pragmatic AI Roadmap That Drives Commerce Results**

Doug Jennings, VP of Data Analytics & Customer Insights, Lowe's 
Jason Stutes, Director of Analytics & Design, BBQ Guys
Garrett Eastham, Founder & Principal Investigator, Open Conjecture *Moderator*

● **Strategies For Strengthening Businesses By Empowering Women Leaders**

Amy Shecter, CEO, Glamsquad
Monika Tockstein, Senior Manager, PMO & QA, Retailwinds
Lindsey Bleimes, Engineering Director, Wayfair
Kelly Stickel, Founder, Remodista/Women2Watch *Moderator*

● **Developing A Scalable, Profitable, Industry Leader... Without Selling Your Soul**

Scott Tannen, CEO, Boll and Branch

● **Cultivating Talent That Supports A Culture Of Innovation**

Matthew Strode, Chief Talent Officer, Urban Outfitters
Nina Faulhaber, Co-Founder/CEO, ADAY
Chris Hull, Principal, The Highline Partners *Moderator*

2:45-3:00pm

Session Change-out

3:00-3:30pm

● **Reshaping The Online Experience For The Shopper Of The Future**

Shrenik Sadalgi, Head of Next Gen Experiences, Wayfair 

● **Rethinking Influencer Marketing – Tools And Strategies Redefining The Brand-Influencer Relationship**

Mary Orton, CEO, Trove
Farah Maloof, Director, Strategic Partnerships & Business Development, Walmart eCommerce
Monica Fineis, Director of Social and Digital Media, Brooks Brothers
Lauren McGrath, VP of Studio & Strategy, ACTIVATE *Moderator*

● **BOPIS: The Last Mile... Wait There's Another Mile!**

Toni Miller, SEVP/CFO, Boscov's

● **Creating An Environment For Innovation**

Mike Cairnes, COO, Kirkland's
Tim McMullen, Founder and CEO, redpepper

3:30-4:00pm

● **Networking Break/1:1 Meetings**

4:00-4:30pm

● **Next-Gen Pop-Ups: Instagrammable Moments, AR, Shoppable Showrooms**

Melissa Gonzalez, CEO, Lionsque Group
Matt Alexander, Co-Founder & CEO, Neighborhood Goods
Carin Sinclair-Kay, CEO, Dormify
Russell Barnett, CMO, My/Mo Mochi Ice Cream
Jessica Dalton, Senior Director of Specialty Leasing, Tanger Outlets *Moderator*

● **Next-Gen Loyalty Strategies**

Christian Spor, Director of Store Operations Services, GameStop 
Mary Pappas, Associate Director of Product Management, Wayfair
Carlos Dunlap-Beard, VP, Business Development & Loyalty Solutions, Clarus Commerce *Moderator*

● **Driving Innovation By Doubling Down On Agility**

Andy Laudato, EVP/CTO, Vitamin Shoppe

● **Bringing Innovation To Life To Create A 360 Experience With People For People**


Ruth Crowley, Head of Customer Experience Design, Lowe's (former)

4:30-4:45pm

Session Change-out




4:45-5:25pm

● **The Consumer Is Changing, But Perhaps Not How You Think**

Kasey Lobaugh, Principal, Chief Retail Innovation Officer, Deloitte
Virginia Wong, Director of Retail Strategy and Global Trends, L Brands
Brendan Cahill, VP PRH Labs, Penguin Random House
Doug Zarkin, CMO/VP, Pearle Vision, Luxottica Retail 
Agathe Westad, Head of New Business, Optimove

WEDNESDAY, MAY 8

8:00-9:00am	Breakfast and Registration
9:00-9:05am	Welcome and Intros Debbie Hauss, <i>Retail TouchPoints</i>
9:05-9:12am	Conversational CX: How Messaging is Scaling Across the Retail Customer Journey Jason Valdina, Director of Product Marketing, Conversocial
9:12-9:47am	● Keynote: Leveraging The Purpose/Profit Loop & Winning With Next-Gen Consumers Jeff Fromm, President, FutureCast
9:47-9:55am	The Voice Of The Shoppers Mauro Aprile Zanetti, Chief Evangelist, Cloud4Wi
9:55-10:25am	● Innovation Strategies At Macy's Parinda Muley, VP, Innovation and Business Development, Macy's
10:25-10:40am	Session Change-out
10:40-11:10am	● The Community Pyramid At Rebecca Minkoff Sarah Sheldon, Senior Director, Global E-Commerce, Rebecca Minkoff
	● CIO Insights: Assessing The Top Retail Tech Priorities Todd Treonze, CIO, Brooks Brothers 🗣️ Katherine Bahamonde Monasebian, Chief Digital and Technology Officer, EVP, Barney's New York Andrew Gaffney, President, G3 Communications <i>Moderator</i>
	● Inside The VC World: What Retailers Can Learn From Disruptive Brands Dave Matthews, Managing Director, RevTech Ventures Rachel Bentley, Co-Founder, Citizenry Alicia Fiorletta, Content Strategist, G3 Communications <i>Moderator</i>
	● One (Shoe) Size Doesn't Fit All: Implementing Personalization Frank Malsbenden, VP/General Manager, E-Commerce, Berkshire Hathaway Shoe Holdings
11:10-11:40am	● Networking Break/1:1 Meetings
11:40am-12:10pm	● Behind The Leaders: Women Executives Share Their Stories, Successes And Lessons Learned Traci Inglis, President, TechStyle Fashion Group Cynthia Sandall, CEO/CMO, ROAM Fitness 🗣️ Ekta Chopra, VP of IT, e.l.f. Cosmetics 🗣️ Alicia Fiorletta, Content Strategist, G3 Communications <i>Moderator</i>
12:10-12:17pm	Unifying Customer Data To Enable 1-to-1 Personalization Isaac Brown, Sales Director, Evergage
12:17-12:50pm	● The Experiential Era: How Brands Are Using Events to Drive Conversions And Build Loyal Communities Angela Gearhart, VP of Brand Experience, Sleep Number Amy Young, Director of Retail Marketing, Kendra Scott Stephanie Urban, VP of Digital, Marketing & eCommerce, Tarte Cosmetics Hemang Mehta, Co-Founder, Squip Lisa Van Kesteren, CEO, SeeLevel HX <i>Moderator</i>
12:50-1:50pm	Lunch/Lunch & Learns
FORUM B	Driving Upward Customer Migration In A World Of Lofty Retail Expectations Jonathan Miller, Offline Conversions Partnerships, Facebook Ben Weiss, Director of Platform Strategy - Retail, SocialCode
HUB ONE	Assortment Optimization For The Modern Retailer Mark Garland, EVP Sales, Marketing & Solutions, 4R Systems
HUB TWO	Building A Customer-Centric Organization Stacey Fierstein, Senior Director, Global Marketing, Vince Ben Grant, Head of Customer Success, Custora

1:50-1:57pm	<p>How Conversation Can Transform Your E-Shop Into A Destination Terrence Fox, Director of Strategy, iAdvize</p>
1:57-2:20pm	<p>● Keynote: Brand New World: Attracting Legions Of Irrationally Loyal Fans To Your Retail Brand Deb Gabor, CEO/Founder, Sol Marketing</p>
2:20-2:50pm	<p>● How Marketers Are Alleviating Margin Pressure In The Midst Of Retail Discount Wars Ryan Bonafacino, CMO, Tomorrow Sleep Bill Kiss, Head of E-Commerce, Digital Marketing, and Omni-Channel Strategy, Ace Hardware Jeanney Mullen, CMO, ButtonFly Jonathan Treiber, CEO & Co-Founder, RevTrax <i>Moderator</i></p>
2:50-3:05pm	<p>Session Change-out</p>
3:05-3:35pm	<p>● How The Groomsman Suit Built A Multi-Million Dollar Company On A Little SEO And A Lot Of Customer Love Diana Ganz, Co-Founder, The Groomsman Suit  Jeanne Foley, Co-Founder, The Groomsman Suit </p> <p>● The Future Of Content Marketing Sandro Corsaro, SVP, Chief Creative Officer, Fandango Poonam Goyal, Sector Head, Senior Analyst Bloomberg Intelligence <i>Moderator</i></p> <p>● How To Build A Culture Of Happy Associates Amanda Tygart, Global People Analytics, Walmart</p> <p>● How Lucky Brand Optimizes Allocation & Fulfillment With Advanced Analytics Miles Barger, VP, Lucky Brand </p>
3:35-4:05pm	<p>● Networking Break/1:1 Meetings</p>
4:05-4:35pm	<p>● Using Technology To Humanize The Retail Experience Dave Finnegan, CXO, Orvis</p> <p>● When The Digital Shelf Informs The Physical Shelf Tony Southard, Senior Director, E-Commerce Sales, The Hershey Company Marie Driscoll, Managing Director, Coresight Research <i>Moderator</i></p> <p>● Financial Analyst Panel: Navigating Retail Growth In An Uncertain Economy Jaime Ward, Head of Retail Finance Group, Citizens Bank Mickey Chadha, Vice President & Senior Credit Officer, Moody's Simeon Siegel, Executive Director of Research, Nomura-Instinet Glenn Taylor, Senior Editor, Retail TouchPoints <i>Moderator</i></p> <p>● The Sound Of Success: How GasBuddy And Audible's Partnership Fueled Growth Nitin Kartik, Director of Strategic Partnerships, Audible Mark Coffey, EVP of Strategic Partnerships, GasBuddy</p>
4:35-4:50pm	<p>Session Change-out</p>
4:50-4:57pm	<p>Modern Master Data Management For Customer 360 Ajay Khanna, VP, Marketing, Reltio</p>
4:57-5:35pm	<p>● CEO Exchange: New Ways To Succeed In Physical Retail Ben Silver, CEO & Founder, 3DEN Lindsay Meyer, CEO & Founder, Batch Zak Normandin, CEO & Founder, Iris Nova Vibhu Norby, CEO, b8ta <i>Moderator</i></p>
5:35-5:40pm	<p>Conclusion of the Retail Innovation Conference</p>

2019 RETAIL INNOVATOR AWARD WINNERS



Arnold Leap, CIO, 1800FLOWERS



Cheryl Williams, CIO, Wakefern



Christian Spor, Director of Store Operations Services, GameStop



Cynthia Sandall, CEO/CMO, ROAM Fitness



Dani Reiss, President and CEO, Canada Goose



Diane Ganz and Jeanne Foley, Co-Founders, The Groomsman Suit



Doug Jennings, VP, Data Analytics & Customer Insights, Lowe's



Doug Zarkin, VP & CMO, Pearle Vision, Luxottica



Ekta Chopra, VP of IT, e.l.f. Cosmetics



Gianna Venturi, Chief People Officer, Eyemart Express



Gurmeet Singh, CDO/CIO, 7-Eleven



Michael Relich, COO and **Miles Barger**, VP, Lucky Brand



Mohit Gulrajani, SVP, Omnichannel Strategy & Operations, Brooks Brothers



Nata Dvir, EVP, General Business Manager, Beauty, Macy's



Nicole Miller, Founder, Nicole Miller



Russell Barnett, CMO, My/Mo Mochi Ice Cream



Shrenik Sadalgi, Head of Next Gen Experiences, Wayfair

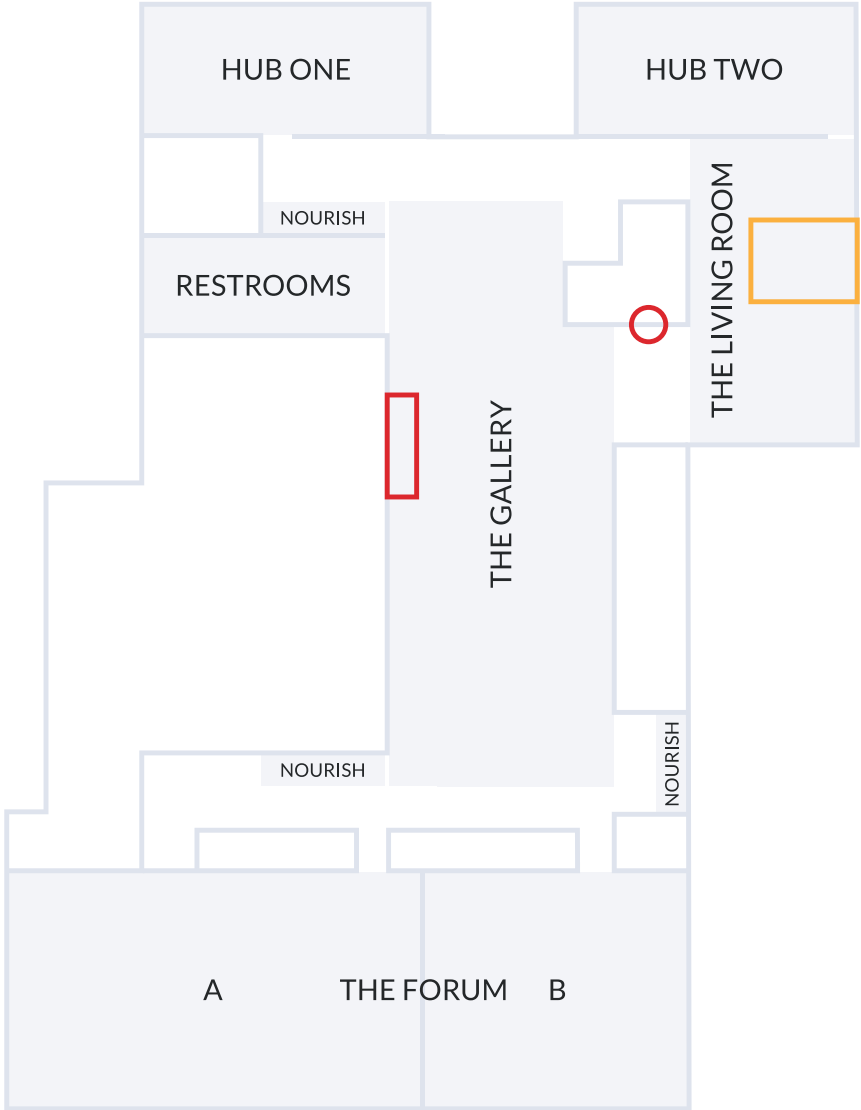


Stuart Landesberg, CEO and Co-Founder, Grove Collaborative

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

Nominations are now open:
retailinnovationconference.com/awards

MAP



○ REGISTRATION DESK

□ INSPIRATION 1:1 MEETINGS

□ CHARGING LOUNGE