

retail Innovation

conference



Convene,
New York City
—
April 30 — May 2

Presented by

retail
TouchPoints®

2008 **10**TH 2018
Anniversary

EMBRACE RETAIL DISRUPTION

Welcome to the 4th Annual Retail Innovation Conference. We hope many of you already have joined us for the exclusive Store Tours event, Opening Night Cocktail Reception and the Central Park Fun Run! Now it's time to roll up your sleeves and spend the next two days becoming inspired and motivated by our lineup of 50+ retail speakers and 35+ sessions.

This year's agenda has been expanded to include 6 targeted content tracks, covering the topics and trends on every retailer's mind:

- Marketing/Customer Engagement
- Customer Experience
- Retail Innovation
- Omnichannel Commerce
- Digital Strategies
- Operations

The tracks can help you identify the sessions that align with your business goals and interests. We encourage you to get out of your comfort zone a bit and customize your agenda by attending sessions in different tracks.

While the Retail Innovation Conference has grown every year, it still offers the benefits of an intimate event, designed to provide numerous networking opportunities, the chance to meet colleagues from a variety of retail organizations, and the ability for attendees to have 1:1 conversations with speakers and industry experts.

Be sure to stop by our sponsor tables in the central section of the event space, 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

Editor-in-Chief

Retail TouchPoints

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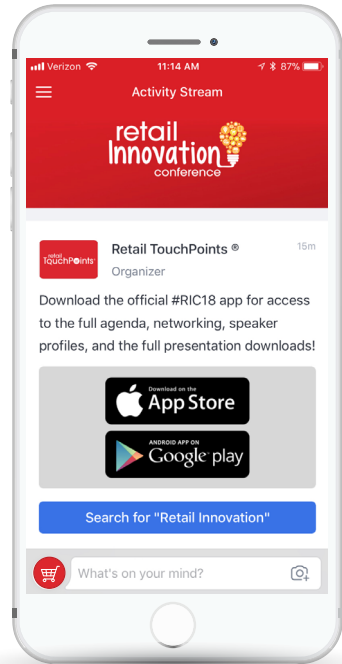
Need Help?

Ask our Event Staff to assist you at the registration area.

DOWNLOAD THE APP

Download the official #RIC18 app via iOS of Google Play Store (Search for RIC18). The app features everything you'll need for a successful show experience, including:

- **Full Event Agenda:**
Build your personal agenda by favoriting sessions, sponsors and speakers!
- **Speaker & Sponsor Information:**
Connect with speakers and sponsors from within the app to get the most out of #RIC18.
- **#RIC18 Networking Tool:**
Engage with attendees by posting to the Activity Stream and connecting via direct messages.
- **Maps & Contact Information:**
Navigate the event by using interactive maps within the app. You also can reach out to our staff with any questions or feedback.



When launching for the first time, you will be asked to create a profile and claim your registration details. Please use the email address used to register for the Retail Innovation Conference.



↓ DOWNLOAD AT

retailinnovationconference.com/app



Presentations and videos will be available in the official app & at:
retailinnovationconference.com/conference-resources

AGENDA

Session & Track Key

- Marketing/Customer Engagement
- Retail Innovation
- Digital Strategies
- Customer Experience
- Omnichannel Commerce
- Operations
- Networking Breaks/1:1 Meetings
- General Session/Keynote
- Retail Innovation Lounge
- ◆ Retail Innovator Award Winner

TUESDAY, MAY 1

7:00am	Central Park Fun Run	
8:00am-11:45am	Registration Open	
8:30am-10:00am	Networking Breakfast	
10:00am	● Welcome To #RIC18	FORUM
10:15am	● Keynote featuring Ken Hughes, Award-Winning Shopper Behaviouralist	FORUM
11:15am	● Keynote featuring ◆ Clay Johnson, CIO, Walmart	FORUM
11:45am	Innovation Insights: Retail Innovator Award winner presentation	FORUM
12:00pm	● Networking Break/1:1 Meetings	
12:45pm	● Retail Relevance: The One Word That Will Transform Your Marketing Programs (And Also The Rest Of The Words) Jared Blank, SVP, Marketing & Insights, Bluecore	FORUM A
	■ Redefining The In-Store Experience Michael Moore, Chief Experience Officer, Victra Danielle DiMaiolo Rendini, Senior Director of Project Management, Barneys New York Moderator: Dan Hodges, Founder & CEO, Retail Store Tours – an Expo Connect Company	FORUM B
	● How To Infuse Storytelling And Personalization Into Your Digital Merchandising Strategy Jennifer Fisher, Senior Director, E-Commerce Americas, Crocs Moderator: Kelly Stickel, Founder, Remodista	HUB 1
	● How To Avoid Becoming A Zombie Retailer Ron Craig, Vice President, Marketing, Operations and Business Development, The Source	HUB 2
1:15pm	Lunch featuring Topic Table discussions and Lunch & Learn sessions: Lunch & Learn – Hosted by Netsertive Lunch & Learn – Hosted by LS Direct Marketing	HUB 1 HUB 2

2:20pm	<ul style="list-style-type: none">● Best Practices for Building A Private Brand In The Digital Era FORUM A Jeff Gamsey, VP of Private Brands, Boxed.com 👤 Miki Berardelli, CEO, KIDBOX Moderator: Kelly Sayre, Retail/CPG Analyst, IHL Group
	<ul style="list-style-type: none">● How To 'Nail & Scale' Local Retail Digital Campaigns FORUM B Stephen Day, Senior Manager of Program Development, Serta Simmons Bedding Moderator: Ernan Roman, President, ERDM Corp.
	<ul style="list-style-type: none">● Transforming How People Pay: Commerce For Every Device HUB 1 Andrew Morris, Chief Content Officer, Money20/20 Kiki Del Valle, SVP, Commerce for Every Device, Mastercard
	<ul style="list-style-type: none">● Innovation Is #Trending HUB 2 David Katz, CMO, Randa Jake Annear, Manager Digital Marketing and Innovation, Moet Hennessy Moderator: Anne Marie Stephen, Founder, Retail Innovation Lounge
2:50pm	<ul style="list-style-type: none">● Networking Break/1:1 Meetings
3:25pm	<ul style="list-style-type: none">● Controlling And Measuring What Matters In Digital Advertising FORUM A Nariman Noursalehi, VP of Marketing, Customer Acquisition, Overstock.com Chris Kane, Founder, Jounce Media
	<ul style="list-style-type: none">● Brand Storytelling - Extending The Brand Beyond The Store FORUM B Angela Gearhart, Senior Director, Store Experience, Sleep Number
	<ul style="list-style-type: none">■ Firing The Retail Innovation Engine, An Interactive Creativity Session HUB 1 Ken Hughes, Award-Winning Shopper Behaviouralist
	<ul style="list-style-type: none">● Personalize, Optimize And Merchandise To Keep Up With Customer Expectations HUB 2 Aaron Nilsson, Manager of Digital Experience, Carhartt, Inc.
3:55pm	Innovation Insights: Retail Innovator Award winner presentation FORUM
4:10pm	Closing Keynote Panel: Retail Disrupted - The Factors Fueling The Great Retail Bifurcation FORUM Kasey Lobaugh, Chief Innovation Officer, Deloitte Michael A. Moore, Chief Experience Officer, Victra Amit Shah, Chief Marketing Officer, 1-800-Flowers.com 👤 Erin Estelle, Marketing Director, 99 Cents Only Stores
4:55pm	● Wrap Up: Debbie Hauss, Editor-in-Chief, <i>Retail TouchPoints</i>
5:00pm	Cocktail Reception

AGENDA (cont.)

WEDNESDAY, MAY 2

8:00am-9:00am	Networking Breakfast and Registration	
9:00am	<p>● Welcome and Keynote featuring 📍 Luke Chatelain, VP Innovation, West Elm</p>	FORUM
9:40am	<p>Innovation Insights: Retail Innovator Award winner presentations</p>	FORUM
9:55am	<p>● Keynote featuring Rafeh Masood, CDO, BJ's Wholesale Club</p>	FORUM
10:30am	<p>● Networking Break/1:1 Meetings</p>	
11:00am	<p>General Session: Online To Offline: How Adore Me Is Rethinking Its Operating Model To Open 300 Retail Stores 📍 Romain Liot, COO, Adore Me</p>	FORUM
11:15am	<p>General Session: Wake Up, World: The Importance Of Global In-Store Experience And Being Additive To Your Industry, 📍 Eugene Alletto, CEO, BEDGEAR</p>	FORUM
11:30am	<p>General Session: Closing the CX Chasm At Dunkin' Brands: Using the Best of Human Data And AI To Fundamentally Rethink Your CX Paul Murray, Director of Digital Experience, Dunkin' Brands Moderator: Ernan Roman, Founder, ERDM</p>	FORUM
12:10pm	<p>■ How To Successfully Disrupt A Traditional Product Category Rachel Blumenthal, Founder, Rockets of Awesome 📍 Aaron Sanandres, Co-Founder, UNTUCKit Rosie O'Neill, Co-Founder, Sugarfina, Moderator: Rima Reddy, Director, XRC Labs</p>	FORUM A
	<p>● Wall Street Panel – State Of The Industry Simeon Hyman, Head of Investment Strategy, ProShares Charlie O'Shea, Vice President, Moody's Investors Service Brian Nagel, Managing Director & Senior Retail Analyst, Oppenheimer & Co. Moderator: Glenn Taylor, Senior Editor, <i>Retail TouchPoints</i></p>	FORUM B
	<p>■ Survey Results Revealed: New York City Shopping Experiences Lisa van Kesteren, CEO, SeeLevel HX Mystery Shopping Agency Steven Maskell, Chief Client Officer, SeeLevel HX Mystery Shopping Agency</p>	HUB 1
	<p>● Digital Transformation: Creating Virtually Seamless Shopping Experiences Michael Colaneri, Vice President, AT&T Global Business-Enterprise Solutions, AT&T</p>	HUB 2
12:45pm	Lunch featuring Topic Table discussions	

1:50pm	● Afternoon Keynote featuring Steve Dennis, President, Sageberry Consulting	
2:15pm	● Networking Break/1:1 Meetings	
3:00pm	■ How Walmart Developed An Innovation Mindset 👤 Fareena Contractor, Senior Technology & Innovation Leader, Walmart Canada	FORUM A
	● Shopper Brains, Habits, Behaviors And Expectations: How To Attract Today's Spoiled Shopper Ed King, Co-Founder, HighStreet Collective Joé Lloyd, Vice President of Global Marketing and Business Development, Nanolumens	FORUM B
	● Best Ways To Drive Customer Loyalty, Growth And Engagement Erica Yamamoto, Director, Lifecycle Marketing & Customer Experience, zulily Moderator: Bryan Amaral, CEO, Clientricity	HUB 1
	● Can We Just Call It RETAIL Now? Tim Barrett, Senior Research Analyst, Euromonitor Pam Bristow, CEO, Ona Bags Moderator: Anne Marie Stephen, Founder, Retail Innovation Lounge	HUB 2
3:45pm	● Influencing With Influencers: How To Win At Retail's Hottest Marketing Trend Mike Majlak, Marketing Manager, Lovesac 👤 Julie Campbell, VP of Marketing, Astral Health & Beauty Zachary Quinn, CEO, Love Your Melon Kamui Lee, CEO, Activate Moderator: Patricia Hong, Partner, Strategy and Management Consultant, Retail Practice, A.T. Kearney	FORUM A
	● Disruptors Panel — Don't Play By The Rules, Make New Ones 👤 Jesse Montano, VP of Marketing and E-Commerce, Coyuchi 👤 Monique Salvador, CEO, Blushup 👤 Shivika Sinha, CEO, The Veneka Group, Moderator: Adam Blair, Executive Editor, <i>Retail TouchPoints</i>	FORUM B
	■ Artificial Intelligence Crafts New Retail Possibilities 👤 Kimberly Williams-Czopek, VP, Digital Commerce Lilly Pulitzer Kate Twist, Chief Digital Officer, Xcel Brands Nariman Noursalehi, VP of Marketing, Customer Acquisition, Overstock.com Moderator: Poonam Goyal, Senior Retail Analyst, Bloomberg Intelligence	HUB 1
	● Thinking Like A Digitally Native Brand Traci Inglis, Brand President, TechStyle Fashion Group	HUB 2
4:30pm	● Closing Keynote featuring 👤 Chris McCann, CEO, 1-800-Flowers.com	FORUM
5:00pm	● Wrap Up: Debbie Hauss, Editor-in-Chief, <i>Retail TouchPoints</i>	
5:15pm-6:15pm	Cocktail Reception: Pig'n'Whistle, 144 West 46th St.	

2018 RETAIL INNOVATOR AWARD WINNERS



Erin Estelle,
Marketing Director,
99 Cents Only Stores



Sahal Laher,
Chief Digital Officer and CIO,
Destination XL Group, Inc.



Romain Liot,
COO, Adore Me



John Wompey,
VP of Customer Experience
and Connectivity, North
America, Foot Locker



Julie Campbell,
VP of Marketing, Astral Brands



Natalie Mackey,
CEO, Glow Concept



Eugene Alletto,
CEO, BEDGEAR



Miki Berardelli,
CEO, KIDBOX



Monique Salvador,
CEO and Co-Founder, Blushup



Kimberly Williams-Czopek,
VP, Digital Commerce,
Lilly Pulitzer



Alexandre Hubert,
Browns Shoes



Deborah Roth,
Senior Director, Process
Improvement, Retail,
Office Depot



Jesse Montano,
VP of Marketing and
E-Commerce, Coyuchi



Mike Shaffer, EVP, COO
and CFO, PVH Corp.



Manish Chandra,
CEO and Founder, Poshmark



Aaron Sanandres,
Co-Founder, UNTUCKit



Ian Marquis,
E-Commerce Manager,
Stonewall Kitchen LLC



Aaron Bernstein,
Senior Director, Insights
and Advocacy, Walmart



Charles Brown,
President, The Source



Clay Johnson,
CIO, Walmart



Shivika Sinha,
CEO, The Veneka Group



Luke Chatelain,
VP, Innovation, West Elm



Julie Wainwright,
CEO and Co-Founder,
The RealReal



Alicia Anderson,
Marketing Manager, Zumiez



Heidi Zak,
Co-CEO and Co-Founder,
Third Love



Eric Lichtmess,
VP, Advertising and Integrated
Media, Tommy Hilfiger

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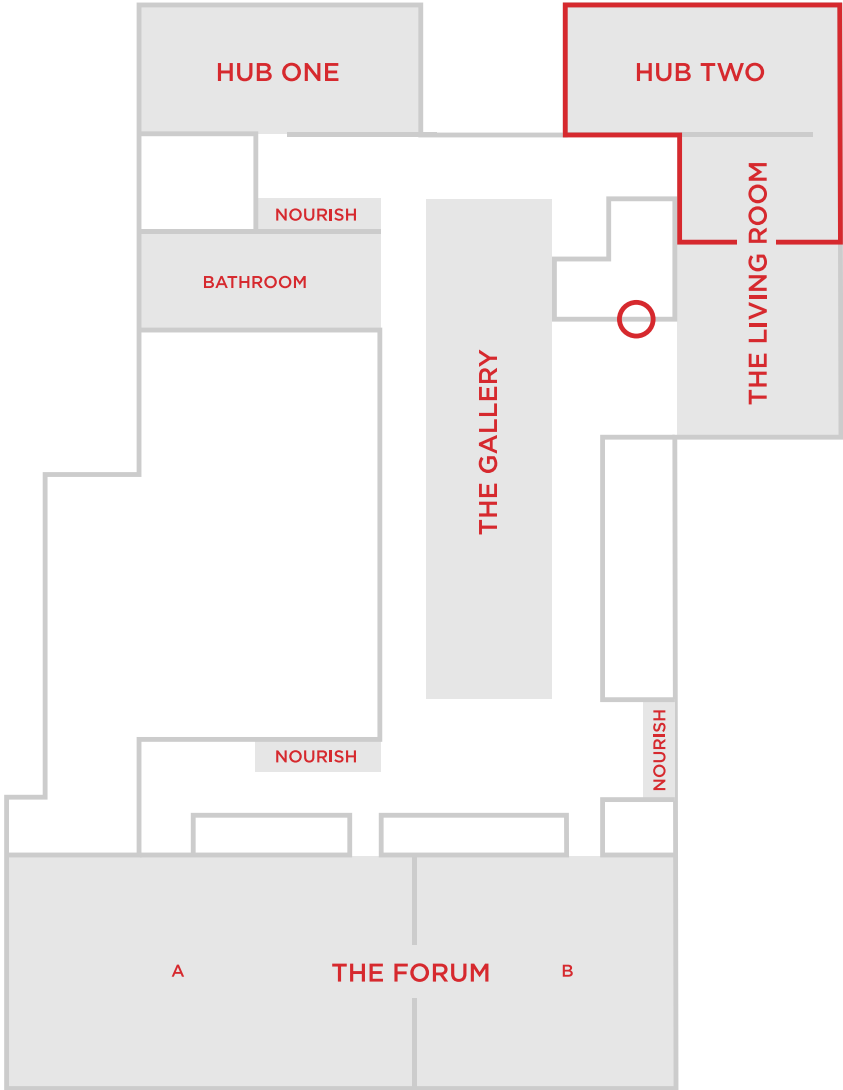
SILVER



INNOVATION, BRONZE & MEDIA PARTNERS



MAP



 Retail Innovation Lounge

 Registration Desk

RETAIL INNOVATOR *awards* 2019

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

Nominations are now open:
retailinnovationconference.com/awards

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