



ENGAGING EXPERIENCES: 2017 RETAILING SUMMIT AGENDA

DRAFT: As of Sept 13
Subject to change

THURSDAY, OCTOBER 12TH

7:30 a.m. REGISTRATION + BREAKFAST | Sponsored by [Texas Retailers Association](#)

8:30 a.m. WELCOME + OPENING REMARKS

8:50 a.m. KEEPING THE CUSTOMER A PRIORITY
Steve Sunderland, SVP of Store Operations | [Dollar General](#)



9:30 a.m. TBA
Will Clarke, Vice President of Poo Marketing | [Poo~Pourri](#)



10:10 a.m. BREAK | Sponsored by [REVTECH](#)

10:40 a.m. UNDERSTANDING DISRUPTION, INNOVATION AND BRICK-AND-MORTAR SUCCESS
Drew Green, CEO | [INDOCHINO](#)



11:20 p.m. CONSUMER DATA: HOW ADVANCED ANALYTICS DRIVE ORGANIZATIONAL STRATEGY
George Murray, Chief Retail Insights & Strategy Officer | [Signet Jewelers](#)



12:10 p.m. LUNCH | Sponsored by [BDO](#)

1:10 p.m. DISRUPTING THE CUSTOMER EXPERIENCE STATUS QUO
Gary Magenta, SVP | [Root](#)



2:20 p.m. AGGIE TenX12 (Four retail startups launched by current and former Texas A&M students)
Featuring the founders of [Fish Flops](#), [Basket](#), [Stocked Robotics](#) and [End Hunger Snacks](#)



3:00 p.m. BREAK | Sponsored by [Academy Sports + Outdoors](#)

3:15 p.m. BREAKOUT SESSIONS
Sponsored by [brierley+partners](#) and [NectarOM](#) and [Protivix](#)



4:15 p.m. GROWING A DIFFERENTIATED BRAND THROUGH CORE VALUES AND CULTURE
Kevin Miles, CEO | [Zoës Kitchen](#)



5:00 p.m. NETWORKING RECEPTION | Sponsored by [Alliance Data](#)

FRIDAY, OCTOBER 13TH

7:15 a.m. BREAKFAST

8:15 a.m. REDEFINING OMNICHANNEL: BRIDGING THE GAP BETWEEN PHYSICAL AND DIGITAL
Kenya Jackson, Corporate Vice President | [Walgreens](#)



8:55 a.m. MISSION DRIVEN RETAIL EXPERIENCE
Victoria Lozano, SVP & GM, Attractions & Retail | [Crayola](#)



9:35 a.m. A RAW & UNFILTERED STORY OF ENTREPRENEURSHIP AND SWEET SUCCESS
Nathan Sheets, Founder & CEO | [Nature Nate's](#)



10:10 a.m. BREAK

10:30 a.m. TBA
Jeff Jacobs, Director of Merchandising Strategy | [The Home Depot](#)



11:20 a.m. FINDING YOUR FIT IN TODAY'S NEW DIGITAL ECOSYSTEM
Sri Rajagopalan, Head eCommerce & Digital Sales | [Johnson & Johnson](#)



NOON CLOSING REMARKS + END