




Engaging Experiences: 2017 Retailing Summit Agenda

THURSDAY, OCTOBER 12

- 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. **THE WOO OF POO: HOW TO CHANGE YOUR BUSINESS AND YOUR LIFE IN THE TIME YOU GO TO THE BATHROOM**
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** **INDOCHINO**
Drew Green, CEO | [INDOCHINO](#)
Interviewed by Dr. Venky Shankar
- 11:20 p.m. **CONSUMER DATA: HOW ADVANCED ANALYTICS DRIVE ORGANIZATIONAL STRATEGY** **SIGNET JEWELERS**
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** *root*
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 [Basket](#), [END Hunger Snacks](#), [Fish Flops](#), and [Stacked Robotics](#)
- 3:00 p.m. BREAK   
- 3:15 p.m. **BREAKOUT SESSIONS**
Sponsored by [brierley+partners](#) and [NectarOM](#) and [Protivix](#)
- 4:00 p.m. BREAK
- 4:15 p.m. **GROWING A DIFFERENTIATED BRAND THROUGH CORE VALUES AND CULTURE** **ZOËS KITCHEN**
Kevin Miles, CEO | [Zoës Kitchen](#) 
Interviewed by Becky Powell Schwartz
- 5:00 p.m. NETWORKING RECEPTION | Sponsored by [Alliance Data](#)

FRIDAY, OCTOBER 13

- 7:30 a.m. BREAKFAST | Sponsored by [Academy Sports + Outdoors](#)
- 8:30 a.m. **REDEFINING OMNICHANNEL: BRIDGING THE GAP BETWEEN PHYSICAL AND DIGITAL** *Walgreens*
Kenya Jackson, Corporate Vice President | [Walgreens](#)
- 9:15 a.m. **MISSION DRIVEN RETAIL EXPERIENCE** 
Victoria Lozano, SVP & GM, Attractions & Retail | [Crayola](#)
- 9:55 a.m. BREAK
- 10:15 a.m. **FINDING YOUR FIT IN TODAY'S NEW DIGITAL ECOSYSTEM** *Johnson & Johnson*
Sri Rajagopalan, Vice President, eCommerce | [Johnson & Johnson](#)
- 11:00 a.m. **A RAW & UNFILTERED STORY OF ENTREPRENEURSHIP AND SWEET SUCCESS**
Nathan Sheets, Founder & CEO | [Nature Nate's](#)
- 11:45 a.m. CLOSING REMARKS + END 