



2016 RETAILING SUMMIT AGENDA

THURSDAY, OCTOBER 13TH

- 8:45 a.m. **WELCOME + OPENING REMARKS**
- 8:50 a.m. **BECOMING THE TRUSTED PARTNER TO PET PARENTS AND PETS IN EVERY MOMENT OF THEIR LIVES**
Eran Cohen, EVP of Customer Experience | [PetSmart](#)
- 9:35 a.m. **BUILDING A BIG BRAND WITH A SMALL BUDGET**
Kevin Lavelle, Founder & CEO | [Mizzen+Main](#) with
Jen Lavelle, CMO | [Mizzen+Main](#)
- 10:15 a.m. **BREAK**
- 10:45 a.m. **APPLYING NEUROMARKETING TO ATTRACT CUSTOMERS**
Michelle Adams, Ph.D., Founder & President | [Marketing Brainology](#)
- 11:25 a.m. **DELIVERING CUSTOMER CENTRIC QUALITY AT WALMART**
Shawn Baldwin, SVP/GMM Produce/Floral/Global Food Sourcing | [Walmart](#) with
Duncan Berry, Founder & Head of Innovation | [Fishpeople](#)
- 12:10 p.m. **LUNCH**
Sponsored by [BDO](#)
- 1:15 p.m. **THE IMPACT OF IT EVOLUTION IN RETAIL**
Janet Sherlock, CIO | [Carter's](#)
- 2:00 p.m. **CHANGING THE GAME DAY EXPERIENCE**
Matt O'Neil, VP of Brand & Media | [Dallas Cowboys](#) with
Shane Hinckley, VP of Brand Development | [Texas A&M University](#)
- 2:45 p.m. **BREAKOUT SESSIONS**
Sponsored by [brierley+partners](#) and [SapientNitro](#)
- 3:45 p.m. **BREAK**
- 4:15 p.m. **TUESDAY MORNING - THE TURNAROUND STORY OF A 40 YEAR OLD OFF-PRICE RETAIL CHAIN**
Melissa Phillips, President & COO | [Tuesday Morning](#)
- 5:00 p.m. **NETWORKING RECEPTION**

FRIDAY, OCTOBER 14TH

- 9:00 a.m. **VISION 2020**
Damien Harmon, VP of Operations | [Bridgestone Retail Operations](#)
- 9:45 a.m. **UNDERSTANDING AND COMBATING ORGANIZED RETAIL CRIME**
Tony Sheppard, National Manager of Organized Retail Crime | [CVS Health](#)
- 10:30 a.m. **BREAK**
- 10:45 a.m. **REDESIGN YOUR BUSINESS: THE COMING REVOLUTION OF VIRTUAL REALITY**
Nick DiCarlo, VP/GM of Immersive Products & Virtual Reality | [Samsung](#)
- 11:30 a.m. **CLOSING REMARKS + END**