



ENGAGING EXPERIENCES: 2017 RETAILING SUMMIT AGENDA

DRAFT: As of July 28
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. REACHING THE APEX OF CUSTOMER SATISFACTION THROUGH THE IN-STORE EXPERIENCE
Steve Sunderland, SVP of Store Operations | [Dollar General](#)
- 9:30 a.m. OPENING STORES & DEBUNKING THE MYTH OF RETAIL APOCALYPSE
Laurie Hummel, Chief Merchandising Officer | [francesca's](#)
- 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. FINDING DIAMONDS IN THE DATA: HOW 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. DISCOVERING LOVE, JOY & RESPECT IN BUSINESS THROUGH HUMAN CONNECTIONS
Jeffrey Sears, Co-Founder and former CEO | [PIRCH](#) | Founder | [The Modernist Group](#)
- 5:00 p.m. NETWORKING RECEPTION | Sponsored by [Alliance Data](#)



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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. MAKING THE MAGIC OF COLOR COME TO LIFE WITH AN IN-STORE 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. DIY MILLENNIAL-STYLE: EASY, CONVENIENT, PERSONALIZED AND MOBILE
TBA | [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

Walgreens



Johnson & Johnson