



# ENGAGING EXPERIENCES: 2017 RETAILING SUMMIT AGENDA

DRAFT: As of Aug 8  
Subject to change

## THURSDAY, OCTOBER 12<sup>TH</sup>

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. 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. 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. 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](#)



## FRIDAY, OCTOBER 13<sup>TH</sup>

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