



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.	NETWORKING BREAK Sponsored by REVTECH	
10:40 a.m.	DISRUPTING THE DISRUPTORS: USING BRICK-AND-MORTAR AS YOUR DIGITAL ADVANTAGE Brian Rutledge, President GPO	
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 START-UP SHOWCASE Featuring the founders of Basket, END Hunger Snacks, Fish Flops, and Stocked Robotics	
3:00 p.m.	BREAK	
3:20 p.m.	BREAKOUT SESSIONS Hosted 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 Kevin Miles, CEO Zoës Kitchen <i>Interviewed by Becky Powell Schwartz, CEO, The Powell Group</i>	
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 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 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	