



# RETAILING SUMMIT 2018

OCTOBER 11-12 | WESTIN GALLERIA DALLAS



Center for Retailing Studies  
MAYS BUSINESS SCHOOL

## Thursday, October 11

- 7:30 a.m. REGISTRATION + BREAKFAST | Sponsored by Texas Retailers Association
- 8:30 a.m. WELCOME + OPENING REMARKS | Sponsored by Stage
- 8:40 a.m. **How JCPenney is Sizing Up its Men's Business to Meet BIG Expectations**   
James Starke | SVP, Head of Merchandising | JCPenney
- 9:20 a.m. **A Different Kind of Company: How REI Creates Connections and Uses Purpose to Lead a Business**   
Rachel Ligtenberg | VP Retail | REI
- 10:00 a.m. MORNING REFRESH BREAK | Sponsored by Academy Sports + Outdoors
- 10:30 a.m. **Making the Ordinary Extraordinary**   
Sunni Goodman | SVP of Communications & CX | Mattress Firm
- 11:10 a.m. **Authenticity**   
Kirk Zambetti | SVP of Sales | YETI
- 11:50 a.m. **Awards** | Scholarship presentations
- 12:00 p.m. LUNCH | Sponsored by BDO
- 1:10 p.m. **Change Starts Here**   
Gary Magenta | SVP | Root
- 2:15 p.m. **Aggie Entrepreneur Showcase** | Sponsored by REVTECH  
Featuring four student-founded consumer product companies
- 3:15 p.m. NETWORKING BREAK | Sponsored by Axis Group
- 3:45 p.m. **Leveraging Financial Strength for Profitable Growth**   
Michael Dastugue | EVP & CFO | Walmart U.S.  
*Interviewed by:* Dr. Venky Shankar | Professor of Marketing | Texas A&M University  
Ted Vaughan | Assurance Office Managing Partner | BDO
- 4:20 p.m. **More Than Just Ice Cream**   
Ricky Dickson | President | Blue Bell Creameries
- 5:00 p.m. RECEPTION | Sponsored by TRI-KES

## Friday, October 12

- 7:30 a.m. BREAKFAST
- 8:30 a.m. WELCOME
- 8:40 a.m. **Where Do You Find Your Challenge? The Key to Productive Change and Practical Innovation**   
Nigel Travis | Executive Chairman | Dunkin' Brands
- 9:20 a.m. **Using Research to Build Digital Experiences**   
Rebecca Wooters | Managing Director, Head of Global Cards Customer Experience, Digital and Journey Strategy Citi Cards | Citi
- 10:00 a.m. NETWORKING BREAK | Sponsored by Reflexis
- 10:20 a.m. **Plug Into the Emotional Power of Loyalty**   
Don Smith | Managing Director, Chief Analytics Officer | brierley + partners
- 10:55 a.m. MINI BREAK
- 11:05 a.m. **Inspire More Life**   
Mike Mettler | SVP of Development | Orangetheory Fitness
- 11:45 a.m. **Celebrating Individual Beauty: How Sephora Personalizes Shopping Experiences Across Channels**   
Amy Eschliman | SVP of eCommerce | Sephora
- 12:30 p.m. CLOSING REMARKS + END