



RETAILING

SUMMIT

2021

Thursday, October 7

- 7:30 a.m. Registration + Breakfast | Sponsored by | Reynolds and Reynolds Sales Institute
- 8:30 a.m. Welcome + Opening Remarks
- 8:40 a.m. **CONNECT, ENGAGE AND PERSUADE: INSIGHTS INTO LEADERSHIP LANGUAGE**
Chris Westfall | Leadership & Business Coach, Change Agent | Westfall & Associates LLC
- 9:20 a.m. **THE FUTURE OF OFF PRICE: BURLINGTON 2.0**
Laurie Hummel | GMM SVP Burlington Stores | Burlington
- 10:00 a.m. Morning Refresh Break
- 10:30 a.m. **TEAM BEFORE TECH**
Chris Valletta | Co-Founder, General Manager | MISSION
- 11:10 a.m. **LEADING WITH OUR HEARTS TO CONNECT WITH CUSTOMERS**
Mindy Perry | Chief Marketing Officer | Kendra Scott
- 11:50 a.m. **STUDENT SPOTLIGHT**
Lauren Osborne | Assistant Director | Center for Retailing Studies
- 12:00 p.m. Lunch
- 1:15 p.m. **ORGANIZED RETAIL CRIME: IT'S NOT VICTIMLESS OR UNILATERAL**
Tony Sheppard | Director of Loss Prevention Solutions | ThinkLP
- 2:00 p.m. **RECASTING THE RETAIL STORE & THE NEW ROLE OF LOGISTICS**
Lincoln Cavaleri | Urbx
- 3:00 p.m. Networking Break
- 3:30 p.m. **LEVI STRAUSS & CO.: FROM TURNAROUND TO TRANSFORMATION**
Seth Ellison | Chief Commercial Officer | Levi Strauss & Co.
- 4:15 p.m. **OUR INNOVATIVE APPROACH TO TRULY TRANSFORMING MICHAELS**
Ashley Buchanan | Chief Executive Officer | The Michaels Companies, Inc.
- 5:00 p.m. Networking Reception | Sponsored by | The Michaels Companies, Inc.
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Friday, October 8

7:30 a.m. Breakfast

8:30 a.m. Welcome

8:40 a.m. **NRF Panel**

Bill Thorne | Executive Director, NRF Foundation | SVP, Communications and Public Affairs, National Retail Federation

Scot Case | Vice President, Corporate Social Responsibility and Sustainability | National Retail Federation

Moderator: Scott Benedict | Director | Center for Retailing Studies

9:20 a.m. **CLOUD-BASED CAPABILITIES FOR RETAIL**

David Dorf | Worldwide Retail Specialist | Amazon Web Services (AWS)

10:00 a.m. Networking Break

10:25 a.m. **THE FUTURE OF APP-DRIVEN GROCERY SHOPPING**

Brandon Maseda | Co-Founder & CEO | Accel Robotics

11:00 a.m. **H-E-B - 116 YEARS OF SERVICE & INNOVATION**

Michael Guzzetta | Director - Emerging Technology & Innovation | H-E-B

11:45 a.m. Closing Remarks + End

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The Retailing Summit is hosted by



Center for
Retailing Studies
MAYS BUSINESS SCHOOL