



## Retail Exchange Sessions

Wednesday, November 2, 10:45 am – 12:15 pm

### Session 1: Macro-Trends for Smarter Retail: Instrumented, Interconnected and Intelligent

The future of Retail is about thriving in a more instrumented, interconnected and intelligent “Networld”. How are successful Retailers leveraging these macro-trends to identify new paths to success and growth?

Featured Speakers:



**Karen Lowe**  
General Manager  
Global Retail Industry  
IBM



**Peter Korsten**  
Partner and VP  
Global Leader IBM Institute  
for Business Value

Panel:



**Camille Schuster**  
Ph. D., Professor of Marketing  
California State University  
San Marcos



**Matt Shay**  
CEO  
National Retail Federation



**John Squire**  
Executive - Marketing and Business  
Development for Coremetrics  
IBM

Wednesday, November 2, 3:30 pm – 5:00 pm

### Session 2: Keynote Address: “Brand-Washed”

Martin Lindstrom, author of Buy-ology, Brand Sense, and the newly-released Brandwashed, explains how, even in the age of the empowered consumer, there are still effective levers that Retailers can use to drive sales and influence consumer behavior.

Featured Speaker:



**Martin Lindstrom**  
Author of Brand Sense  
Buyology and Brandwashed



Thursday, November 3, 8:00 am – 9:15 am

### **Session 3: Speakers' Breakfast Exchange Breakfast Forum/Executive Working Session:**

Join our facilitators and other Retail senior executives for a round of interactive dialogue and working session; exploring how successful Retailers are adapting their business models.

Facilitators:



**Jill Puleri**  
Vice President  
Global Industry Leader – Retail  
IBM



**Mark Campanella**  
Director  
Distribution Sector Solutions & Software  
IBM

Thursday, November 3, 11:30 am – 12:30 pm

### **Session 4: Closing Keynote: Capitalizing on Complexity in Retail**

As consumers become ever more empowered, Retailers will need to recognize that they need to put their relationships with individual customers on a new footing.

Featured Speaker:



**John Thompson**  
Senior Vice President and General  
Manager, BestBuy.com