

RS4 General Session Speakers



Steven D. Ladwig

General Manager
Retail Store Solutions

Steve Ladwig was named general manager, Retail Store Solutions in January, 2006. He is responsible for leading IBM's activities in all facets of implementing technology products and solutions in store environments. His worldwide responsibilities include strategy, development, manufacturing, marketing and sales for IBM's portfolio of total store offerings.

Previous to this position, he was general manager for Global Retail Industry responsible for definition, marketing, selling and servicing of "on demand" business solutions to IBM's worldwide customers in the retail industry.

A graduate of Minnesota State University, Mankato, Mr. Ladwig first joined IBM in 1979.



Ayman Antoun

Vice President
Systems and Technology Group
North America

Ayman Antoun was named vice president of Systems and Technology Group, IBM North America, in October 2010. Reporting to the general manager of global markets, IBM Global Systems and Technology group, he is responsible for IBM's go-to-market strategy, sales execution, marketing, demand generation and technical support for all hardware platforms for North America.

Mr. Antoun joined IBM in 1988. During his 22 years, he has held a number of Marketing and Management positions including Executive Assistant to Country General Manager of IBM Canada; Business Unit Executive, Education, IBM Canada; Executive Assistant to General Manager, World Wide Personal Computing Division; Director, xSeries & Intellistation Sales, IBM Americas; Director, Personal Computing Division, IBM Canada; Vice President, eServer xSeries & Intellistation, IBM Americas; Vice president, Small and Medium Business, IBM Canada and Vice President, Business Partners & Mid-Market, North America.

Mr. Antoun holds a bachelor's degree in Electrical Engineering & Computer Science from the University of Waterloo.



John Gaydac

Vice President, WW Solutions
IBM Retail Store Solutions

John Gaydac is Vice President of IBM's Retail Store Global Solution Sales. In his position, John is responsible for delivering IBM's Total store solutions to worldwide retail clients.

John brings 25 years of experience in selling and implementing solutions to IBM's Retail and Industrial Sector clients. Prior to his current assignment, John was VP, Retail Store Solution Sales, Americas.

His previous experience includes leadership positions in Sales, IBM Global Services, Software Development and Engineering.

John holds a B.S. in Engineering from the University of Pittsburgh and a MBA from Florida Atlantic University.



Jill Puleri

Global Industry Leader for Retail,
Global Business Services

Jill Puleri is the Worldwide Retail Industry Leader for IBM Global Business Services. In this role, she is responsible for the strategy and development of offerings and solutions that address retailer's pain points around the Store, Merchandising, Supply Chain and Multi-Channel. She has over 20 years of experience with clients in the retail industry having held various leadership positions in sales, marketing and consulting.

Most recently, Jill was VP World Wide for Retail Store Solutions where she lead the global organization responsible for driving revenue, profit and market share for IBM's solutions for the store. Under her leadership the division was transformed and returned revenue and profit results that were two times the market with market share gain every quarter.

During her career, Jill has worked on store transformation projects with clients such as Carrefour, Talbots, Gap, American Eagle and Marshalls. Prior to IBM, she worked for NCR Corporation selling Point of Sales solutions to national accounts headquartered in the Boston area.

She holds a BBA in Marketing from the University of Massachusetts, graduating Suma Cum Laude. Jill is an active member of the National Retail Federation.



Devora M. Henderson

Director, Retail Store Solutions Sales
IBM Systems and Technology Group

Devora Henderson is Director of IBM's Retail Store Solution Sales group for North America. In her position, Devora is responsible for delivering IBM's Total Store solutions to retail clients.

Devora brings years of experience in delivering business value to clients through implementation of innovative solutions.

Prior to her current assignment, Devora was Client Unit Executive of IBM's Business Partner organization, responsible for sales of IBM's full portfolio of products through this extended channel.

Her previous IBM experience includes sales leadership positions within Sales and Distribution Territory Sales, Americas Competitive Sales, and Emerging Business Offering Group.

Additionally, Devora served as Vice President of Sales at credit card merchant processing companies, First Data Corporation and National Processing Company (now part of Bank of America),

Devora holds an Information Systems Management M.B.A. degree from Nova Southeastern University and a Management B.A. degree from the University of South Florida.



Ben Winchester

Business Unit Executive
Retail Store Solutions US Channel and General
Business Accounts

Ben Winchester is currently the Business Unit Executive for the IBM Retail Store Solutions US Channel and General Business Accounts. In this capacity, he is responsible for all sales and marketing for the US

Channel, General Business Clients and the 250+ authorized Business Partners that support RSS. He also provides strategy and policy direction on sales support of the RSS business model.

Ben has worked for IBM over 12 years in a variety of positions starting with Business Consulting Services and has spent the last 6 years as part of the IBM Retail Store Solutions management team. He has over 25 years of retail experience.