

GLOBAL  
RETAILING CONFERENCE  
2 0 1 9

April 4-5, 2019 JW Marriott Starr Pass Resort & Spa Tucson, AZ



# Customer Centricity The Retail Moonshot



THE UNIVERSITY OF ARIZONA  
COLLEGE OF AGRICULTURE & LIFE SCIENCES

Terry J. Lundgren  
Center for Retailing

# WHY ATTEND

The Global Retailing Conference is an inspiring meeting point for some of the most creative and innovative thought leaders and students who are the future of the industry.



**Kenneth D. Cole, Founder, Executive Chairman and Chief Creative Officer  
KENNETH COLE PRODUCTIONS INC.**

Wednesday, April 3  
**Global Golf Tournament**  
8:00 am



## **HOTEL**

All events will be held at the  
JW Marriott Starr Pass Resort & Spa  
3800 W. Starr Pass Boulevard  
Tucson, AZ 85745  
520.792.3500

For hotel and conference registration  
visit: [GlobalRetailingConference.org](http://GlobalRetailingConference.org)

# The Terry J. Lundgren Center for Retailing

**THE TERRY J. LUNDGREN CENTER FOR RETAILING** at the University of Arizona brings together the resources and expertise of academia and the retailing industry. These two very different entities share a common goal: to develop strong future industry leaders – professionals who are shaping the retail world of tomorrow. Combining resources from different ends of the retailing spectrum produces benefits not possible any other way. One of only a few of its kind in the nation, UA's four-year Retailing and Consumer Sciences program offers a broad selection of courses emphasizing retail strategy, fashion merchandising, supply chain management and consumer behavior.

**WE BRING PEOPLE TOGETHER.** With 400 students in the Retailing and Consumer Sciences program and our Corporate Advisory Board partners, we create opportunities for these two groups to connect. We sponsor forums, conferences, professional development activities, study tours and career fairs for one purpose – to make the connection. Current and former students use that connection to create opportunities and they see the Lundgren Center as a touch point throughout their careers.

**WE CREATE FUTURE RETAIL LEADERS.** We provide unique opportunities for our students to apply what they learn in the

classroom to the business world. Our internship program empowers students to gain the real-world experience they will need to be competitive upon graduation. As a result, our students are in high demand – companies actively recruit our well-prepared graduates into positions in merchandising, buying, store management, visual merchandising, product development and more.

**WE ENCOURAGE INNOVATION.** As the premier platform for emerging ideas in retailing, the annual Global Retailing Conference brings the world's foremost retail executives, technology experts, industry leaders and business brands to Tucson to talk about the future of retail and the need to adapt to changing consumer preferences and demographics to get and stay ahead of the competition. The annual Ideas2Doors event focuses on retail entrepreneurs and innovators who will share their passionate stories of determination and success. It is about the passion, determination and belief that they could really take their ideas and get them into the doors of their retail stores and of their customers. Executive Education through the Lundgren Center empowers executives at all levels to reemerge as visionary leaders through specialized programs designed to enhance leadership skills and build a retailing foundation for a competitive edge.

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**President's Circle**  
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Speakap  
Veras Retail

**Global Golf**  
Helping Hands for Freedom

Thursday  
April 4

**7:00 - 8:00 am / REGISTRATION AND BREAKFAST**

**8:00 - 8:15 / WELCOME**

**Dr. Robert Robbins, President, The University of Arizona**

**Terry J. Lundgren, Macy's, Inc. Chairman and CEO, Retired**



**8:15 - 9:00**

**Terry J. Lundgren, Macy's, Inc. Chairman and CEO, Retired**

Terry Lundgren served as Chairman and Chief Executive Officer of Macy's, Inc. for 14 years before retiring as the company's Executive Chairman in January 2018. He also served as President of Macy's, Inc. and its Chief Merchandising Officer. Previously, Terry also was Chairman and CEO of Neiman Marcus. A UA alumnus, Terry began his retailing career in 1975 as a trainee with Bullock's, a Los Angeles-based division of Federated Department Stores, Inc. (now Macy's, Inc.). Over the course of his career, Terry has had responsibility for functions including merchandising, private brand development, store management and human resources. Terry's numerous honors include receiving the National Retail Federation's Gold Medal Award, considered the retailing industry's most prestigious recognition.

**9:00 - 9:45**

**Matthew R. Shay, President and CEO, National Retail Federation**

**TOPIC**

Matthew Shay is president and CEO of the National Retail Federation, the world's largest retail trade association. He serves as chief advocate and spokesman for the nation's largest private-sector industry employer, responsible for supporting one in four U.S. jobs – 42 million working Americans – and generating \$2.6 trillion in annual GDP. Since his arrival in 2010, Shay has transformed NRF into Washington's most powerful voice supporting the retail industry. Under his tenure, membership and revenue have more than doubled and the organization's influence has grown significantly inside Washington, across the United States and globally. He has led the organization to new levels of effectiveness on policy issues, increasing awareness of the industry's economic impact and expanding political engagement.



**9:45 - 10:15 / REFRESHMENT BREAK**

**10:15 - 11:00**

**Sarah Quinlan, Executive Director, C-Suite Business Advisor, Strategist, QAM Limited**

**INNOVATION AND ITS EFFECTS ON THE ECONOMY**

Sarah Quinlan is Executive Director, C-Suite Business Advisor, Strategist, at QAM Limited. Sarah has advised executives in a range of industries, including retail, banking, capital markets, and government agencies, providing macro-to-micro economic trends related to consumer spending and retail sales. Sarah received her BA and MBA from the University of Chicago in Politics, Economics, Rhetoric and Law with Special Honors and in Finance and Accounting, respectively



**11:00 - 11:45**

**Doug McMillon, President and CEO, Walmart**

**LEADING TRANSFORMATIONAL CHANGE**

Doug McMillon is president and chief executive officer of Walmart Inc. As CEO, Doug leads a strong management team that is working to deliver Walmart's purpose of saving people money and helping them live a better life. Under his leadership, Walmart is bringing together its stores, digital commerce capabilities and supply chain in new ways to make every day easier for customers. Each week, nearly 265 million customers and members visit our more than 11,200 stores under 55 banners in 27 countries and eCommerce websites and apps.



**11:45 - 12:45 PM / LUNCH**

**12:45 - 1:30**

**Lauren Adams, Principal, Strategy Director, Gensler**

**TOPIC**

Lauren re-joined Gensler with 19 years of experience in strategy and experience design. She began her design career in print communications and environmental graphics. In recent years, she focused on understanding consumers in order to create meaningful brand engagements through experience design, service design, programming, and the built environment. She has led creation of Gensler's Experience Index, the result of a multi-year research effort to identify and quantify the factors of design that impact the human experience.

**12:45 - 1:30**

**Co-presenter Amelia Falco, Designer Director, Senior Associate, Gensler**

Amelia is a versatile design director who brings creative and innovative ideas and solutions to every project. She is currently applying her hospitality world view to the design of retail flagships, experience centers, and food and beverage environments. As a Design Director, Amelia leads client relationships as well as mentors the team through during the creative process. She is a thought leader inside Gensler's creative community and while she works with global brands, her passion is crafting community building spaces.

**1:30 - 2:15**

**Michelle Peluso, SVP and Chief Marketing Officer, IBM**

**A JOURNEY TO DISRUPTION IN FOUR CHAPTERS**

As Chief Marketing Officer, Michelle oversees all global marketing and brand initiatives, strategy, and execution for the IBM company. Michelle reports to Ginni Rometty, IBM Chairman, President and Chief Executive Officer. Her team includes thousands of marketing professionals located in hundreds of countries worldwide. Michelle brings to IBM deep, customer-centric marketing and leadership experience, as IBM accelerates its transformation to a Cloud and Cognitive platform company.

**2:15 - 2:45 / REFRESHMENT BREAK**

**2:45 - 3:30**

**Harris Diamond, Chairman and CEO, McCann Worldgroup**

**DEMYSTIFYING THE TRUTH ABOUT COMMERCE**

As Chairman & Chief Executive Officer of McCann Worldgroup, Harris Diamond leads a multidisciplinary marketing services organization that creates communications solutions for many companies and brands around the world. The group, which consists of over 20,000 employees in more than 100 countries, works for global corporations such as Coca-Cola, General Motors, L'Oréal, Mastercard, Microsoft, Nestlé, and Reckitt Benckiser as well as many regional and local clients.

**2:45 - 3:30**

**Co-presenter Suzanne Powers, Global Chief Strategy Officer, McCann Worldgroup**

As the Global Chief Strategy Officer of McCann Worldgroup, Suzanne is responsible for the strategic development of the company and its clients across all brands, regions and agencies. This encompasses worldwide leadership of the strategic talent and resources that drive idea development for creative solutions across all platforms. Included in this is the Truth Central community, the global proprietary intelligence unit dedicated to discovering the macro level truths that drive new opportunities for our brands.





**3:30 - 4:15**

**Billie Whitehouse, CEO Wearable X**

**FASHION TECHNOLOGY IN AN AGE OF THE DIGITAL TOUCH.**

Billie Whitehouse is the CEO, designer and director of Wearable X. Once compared to Elon Musk by Business Insider, Billie specializes in the combination of hardware, software and apparel for wearable technology products. Forbes recently compared Billie to Steve Jobs and Jerry Seinfeld. Known for her development of Nadi X and Fan Jersey recently presented at Super Bowl 50, Billie is invigorating the fashion industry and transforming it into a business focused on improving the quality of our lives.



**4:15 - 5:00**

**JC Curleigh, President and CEO, Gibson Brands**

**TOPIC**

James "JC" Curleigh joins Gibson as president and chief executive officer, where he will lead a new Gibson senior team of proven executives with broad experience in global brand building, finance and product development. Most recently JC served as the president of the Levi's brand at Levi Strauss & Co., where he guided strategic shifts, leadership team evolution and market execution for all brands within the Levi Strauss & Co. portfolio, including Levi's, Dockers, Signature by Levi Strauss and DENIZEN by Levi's. At Levi's he returned the brand to its iconic status and grew the business profitably every year under his leadership.

**5:00 - 8:00 PM / SONORAN SUNSET RECEPTION AND DINNER**

Friday  
April 5

**7:00 - 8:00 am / BREAKFAST**



**8:00 - 8:45**

**Marvin R. Ellison, President and CEO, Lowe's**

**TOPIC**

Marvin Ellison has served as president and chief executive officer of Lowe's Companies, Inc. since July 2018, when he also joined Lowe's board of directors. Marvin has more than 30 years of leadership and operational experience in the retail industry, including expertise in managing a large network of stores and employees as well as global logistics networks. He most recently served as chairman and CEO of J.C. Penney Co., where he implemented a turnaround strategy that improved the company's balance sheet, increased store productivity, optimized operations and grew key categories.



**8:45 - 9:30**

**Anne Spangenberg, VP, Global Merchandising NIKE**

**TOPIC**

As the Vice President of Nike Global Merchandising, Anne Spangenberg leads Nike's Merchandising teams to drive the connection of Nike's products to the pace of its consumers. Anne and her teams are responsible for delivering consumer-right products and assortments to maximize marketplace growth across the global digital and physical retail landscape. Since she joined Nike in 2007, Anne has led the Global Categories and Greater China Merchandising organizations, among other roles. Prior to Nike, Anne held leadership positions in buying, planning, and stores at Macy's West and at Gap, Inc.



**9:30 - 10:15**

**J.K. Symancyk, President and CEO, PetSmart**

**TOPIC**

J.K. Symancyk joined PetSmart as president and CEO in June 2018 and became a member of the company's board of directors. J.K. is a consumer retail veteran with more than 25 years of industry experience managing complex retail operations, including his previous role as CEO of Academy Sports + Outdoors. Throughout his career, he has demonstrated his ability to lead companies, driving profitable growth and improving the organizational performance of internal teams at large, multi-channel consumer businesses. Previously, J.K. served as president of Meijer, where he was responsible for leading all aspects of the retailer. He also held management positions at Walmart Stores, including Sam's Club and Walmart International.

**10:15 - 10:45 / REFRESHMENT BREAK**

**10:45 - 11:30**

**Robert A. Eckert, CEO, Retired, Mattel**

**WHAT I LEARNED**

Robert A. Eckert is a toy and food industry veteran with more than 35 years of experience and leadership in the highest ranks of business. Robert is an Operating Partner of Friedman Fleischer & Lowe, LLC, a San Francisco-based private equity firm. He serves on the Board of Directors of McDonald's Corporation, Levi Strauss & Co., Amgen, Inc., Enjoy Beer Holdings, LLC, Eyemart Express Holdings, LLC and Quinn Group, Inc. Robert is a member of the Eller College National Board of Advisors at the University of Arizona, and the J. L. Kellogg Graduate School of Management Global Advisory Board at Northwestern University. He also is a trustee of the Haynes Foundation.



**11:30 - 12:15**

**Jill Standish, Senior Managing Director, Global Retail Consulting Practice, Accenture**

**LEADING WITH PURPOSE - DIVERSITY, EQUALITY, & INCLUSION IN RETAIL**

Jill Standish is the Senior Managing Director for Accenture's Global Retail Consulting Practice. In this role, she is responsible for the overall vision, thought leadership, and strategy. Key elements of the role include defining the portfolio of clients, offerings, and strategic alliances with software providers, as well as the makeup of the talent in order to serve the retail industry globally. She holds a BBA in Marketing from the University of Massachusetts, graduating Summa Cum Laude.



**12:15 - 1:00**

**Kathy Ireland, Chair, CEO & Chief Designer, Kathy Ireland Worldwide**

A world-famous lifestyle designer and trendsetter, *Kathy Ireland*® is considered one of the most influential people in fashion today. Kathy serves as Chair, CEO & Chief Designer for *kathy ireland*® Worldwide (*kiWW*®), a leading design and marketing firm that skillfully translates trends for all markets and price points. Kathy has graced the cover of Forbes Magazine three times, internationally (2012, 2016), and is one of the 50 most influential people in fashion, according to Fairchild Publications. *kathy ireland*® Worldwide is listed as the 25th most powerful brand, internationally, by License! Global Magazine. The success of *kathy ireland*® Worldwide is the result of teamwork and dedication. *Kathy* and *kathy ireland*® Worldwide support philanthropy in many powerful ways, including St. Jude Children's Research Hospital, YWCA Greater Los Angeles, Providence: A Santa Barbara Christian School, and the Elizabeth Taylor AIDS Foundation, for whom Kathy also serves as an Ambassador.



**1:00 pm / CONFERENCE CONCLUSION**



**PAST ATTENDEES HAVE COME FROM THESE LEADING ORGANIZATIONS:** AirWatch • Aldo Group • Alvanon  
American Express • AT&T • Avnet • Avon • Bain & Company • Bigtincan • Bloomingdale's • Boingo Wireless  
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VMWare AirWatch • Walgreens • Walmart • Winston Retail • Yahoo! • Zebra Technologies

**PAST PRESENTERS:** Angela Ahrendts, Apple • Carlos Alberini, Lucky Brand • Tony Bartel, GameStop Corporation  
Barry & Marla Beck, Bluemercury • Stacey Bendet, Alice + Olivia • Frank Blake, The Home Depot • Steve Bratspies,  
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Mike George, QVC • Margo Georgiadis, Google • Michelle Gloeckler, WalMart • Kian Gould, AOE • Mindy Grossman,  
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Good • Ira Kalish, Deloitte Consulting • Karen Katz, Neiman Marcus • Alex Komoroske, Google • Richard A. Lennox,  
Macy's • Terry J. Lundgren, Macy's • Doug Mack, One Kings Lane • Sandeep Mathrani, GGP • Lee McCabe, Alibaba  
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MasterCard • Walter Robb, Whole Foods Market • Tony Rogers, Walmart U.S. • Rachel Roy • Steve Sadove, Saks,  
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SonyPlaystation • Roman Tsunder, PTTOW • Barbara Turf, Crate and Barrel • John Varvatos • Claudio Del Vecchio,  
Brooks Brothers • Vera Wang • Alli Webb, Drybar • Mark Weinstein, Hilton • Annie Young-Scriver, Teavana  
Johnathan Zrihen, Clarins North America

Don't miss next year's Global Retailing Conference  
April 2-3, 2020