

The Baker Buzz

Welcome to Our New Board Members We are pleased to announce and welcome eight new board members.

> New Advisory Board Members Traditional omnichannel and specialty retailers.



Tom Edwards (WG'93, W'86) EVP, CFO, COO, Capri Holdings Limited (formerly Michael Kors)



**Patrice Louvet** President, CEO, Ralph Lauren



Andrew Rosen Co-Founder, CEO, Theory



Nicolas Topiol (WG'91) CEO, Christian Lacroix SNC

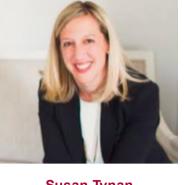
## New **Directors' Council** Members Digitally native, direct-to-consumer retailers.



Andy Katz-Mayfield Co-Founder, CEO, Harry's



Adam Ross (WG'06) Co-Founder, CEO, Heyday



Susan Tynan Founder, CEO, **Framebridge** 

New West Coast Board Member Digitally native and traditional retailers.



Tina Sharkey (C'86) Co-Founder, CEO, Brandless

### **Technology and Retail 3.0:** Reinventing the Workforce, Retooling the Organization, Evolving the Customer Experience

In November 2018, the Center hosted a technology summit in partnership with XRC Labs at Wharton San Francisco. The meeting, which consisted of panels and intimate roundtable discussions, focused on how technology can help navigate the challenges and complexities of the retail environment and the customer experience. Wharton professors Gad Allon, Kartik Hosanagar, Karl Ulrich, and Elea McDonnell Feit, Senior Fellow, Wharton Customer Analytics Initiative, moderated panels. The panel topics included Workforce Management, Evolving Toward Machine Learning, Data-Driven Cultures, Attribution Modeling, and Social Media and High-Value Customers. Special guests, Wayne Crosby, Co-Founder, Humu; and Bill Schlough (WG'98), SVP, CIO, San Francisco Giants and Chairman of the Board, San Jose Giants, delivered the keynote addresses.



Wayne Crosby, Co-Founder, Humu



Bill Schlough (WG"98) Senior Vice President, Chief Information Officer San Francisco Giants; Chairman of the Board, San Jose Giants





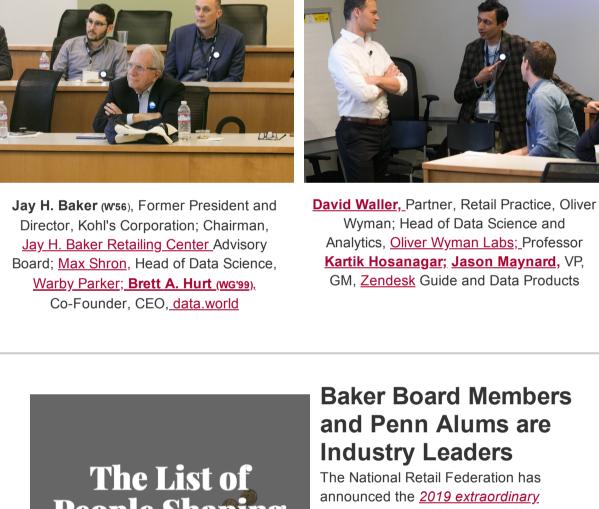
Brendan Hoffman (C'90, G'97), Chief Executive Officer, Vince; Amanda Baldwin (wg'06), President, Supergoop!





Jay Baker (w56); Professor Gad Allon (right)

Miriam Scholes, Talent Manager, Caleres, Inc.; Stacey Ferrreira, Founder, CEO, Forge; Professor Karl Ulrich





individuals in retail. Kudos to the Baker Board Members and Penn alumni that are transforming the retail landscape.

## **Disruptors:** People who make you rethink retail



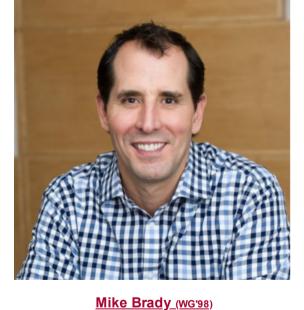
Susan Tynan Founder, CEO, Framebridge

Joey Zwillinger (WG'10) Co-Founder, Allbirds

Givers: Changemakers with a hefty dose of goodness



Co-Founder, CEO, Brandless



President, CEO, Greyston



Stacy Brown-Philpot (W97) CEO, TaskRabbit

Influencer: Knowledge Navigator



Oliver Chen (WG'06), Managing Director, Retail and Luxury Sector Head\_ Cowen and Company

**Power Players:** Passionate and Progressive Leaders

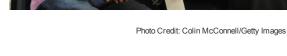


Dave Gilboa (WG'10) and Neil Blumenthal (WG'10); Co-Founders, Co-CEOs, Warby Parker

Spotlight: Warby Parker partnership with the **NYC Department of Education** 



In 2015, Warby Parker Co-Founders and Co-CEOs, Neil Blumenthal (wg'10) and Dave Gilboa (wg'10), created the Pupils Project, a partnership program with several organizations, including the NYC Department of Education. Through this program, more than 200,000



glasses. CHALKBEAT

students have had their vision screened, and more than 64,000 have had eye examinations. In addition, 54,000 students in need received free

## **Startups in the News**

#### **ChargeltSpot** No more dying phones

Founder and CEO, Douglas Baldasare (wg'12), proclaims that 'a powerless phone is unfashionable.' To solve the problem, he developed state-of-the-art phone charging stations that provide free and secure cell phone charging for retailers. WATCH Fox Business <u>Network</u>

## <u>Colugo</u>

Compact Strollers Made to Move

Fast Company coined Colugo 'the Warby Parker of Strollers'. Founder Ted **lobst** (wg'17), launched this digitally native, millennial-focused baby brand that sells \$285 strollers and \$125 baby carriers. READ Fast Company

### <u>Dagne Dover</u> Handbags to keep you organized

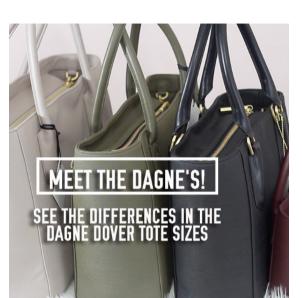
When Melissa Mash (wg'12), Co-Founder, CEO; and Deepa Gandhi (WG'13), Co-Founder, COO, brainstorm about the business, they don't sit in a room figuring out how many products to launch next season. They sit back and ask what do we see that people want, what are they missing? Answer:

Intelligently designed bags for men and women who appreciate form and function. READ Business Insider

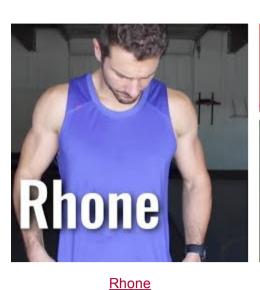




The Warby Parker of Strollers is Here



**CNBC: Top Retail Brands to Watch** Congratulations to board members Nate Checketts, Co-Founder, CEO, Rhone; and Rachel Blumenthal, Founder, CEO, Rockets of Awesome, whose companies were named the top retail brands to watch in 2019. READ CNBC



Men's Activewear Made for Men. Fit for Kings



**Rockets of Awesome** Shopping for Kids Clothes Made Simple

# **BAKER IN THE NEWS**

## **Op-Eds by Baker's Tom Robertson**

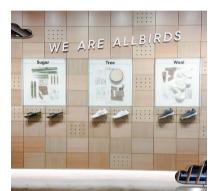
Thomas Robertson, Academic Director of the Baker Retailing Center, and the Joshua J. Harris Professor, Professor of Marketing, and former Dean of the Wharton School



A Genius, Unconventional Way to Staff Up for the Holidays READ in Inc.



Retailers are Upping Their **Content Game READ** in WWD Think Tank



The Pop-Up has Grown Up **READ** in Business of Fashion

### **Retailers Are** Squandering Their Most Potent Weapons Wharton's Marshall Fisher, the UPS



Professor of Operations, Information and Decisions; Santiago Gallino, Assistant Professor of Operations, Information and Decisions; and Serguei Netessine, Vice Dean for Global Initiatives and the Dhirubhai Ambani Professor of Innovation and Entrepreneurship, published an article in Harvard Business Review. They postulate that retailers need to get smart about optimal staffing strategies and training for individual stores. Key Takeaway: Store employees are one of the best weapons in the battle for the consumer. READ

What's Your Number? Pete Fader has the answer. Baker Center core faculty member and Wharton marketing professor was featured on NBC News4 Philadelphia and Washington DC, educating consumers about their customer lifetime value (CLV) score. WATCH News4



Not All Customers are Created Equal The Customer Centricity Playbook, authored by Wharton's Pete Fader, the Frances and Pei-Yuan Chia Professor and Professor of Marketing, and Sarah Toms, Executive Director of Wharton Interactive, provides a framework for viewing customers as individuals, rather than as a customer segment. The publication follows Pete's book on Customer Centricity.



# **Student and Alumni Happenings**

Leadership Lecture with Marc Lore, President, CEO, Walmart eCommerce U.S.; Founder, former CEO, Jet.com







Steve Bratspies (WG'94) CMO, Walmart U.S.



Beth Kaplan (W'81) Director at Rent the Runway, Framebridge, Care/of



Scott Hilton (WG'07) Chief Revenue Officer, Walmart eCommerce U.S.



Michael Preysman Founder, CEO, Everlane



Neil Hoyne Head of Customer Analytics, Google

Wharton Baker

> Nicolas Topiol (WG'91) CEO, Christian Lacroix SNC



Oliver Chen (wg'06), Managing Director, Retail and Luxury Retail Sector, Cowen and Company



Shelton, Global Social Media Director, Michael Kors

# **Student Career Treks**

On October 12th, the Baker Retailing Center staff traveled with 25 students to New York City to visit with executives from H&M and Alice and Olivia. H&M's Supply Chain Merchandiser, Jenny Cao-Wu (wg16), delivered a presentation on the impact of supply chain strategies on in-store merchandising programs. At Alice and Olivia, founded by Stacey Bendet (C'99), students were exposed to the specialty retailer's process from concept design to point-of-sale.



Trekking at H&M;



Learning at Alice + Olivia

## **2018 PhD Research Grants**

Congratulations to the 2018 recipients: Wichinpong "Park" Sinchaisri (The Impact of Economic and Behavioral Drivers on Gig Economy Workers); Caitlin Gorback (Transportation Access and Commercial Organization of Cities); Celia Gaertig (When Do Consumers Prefer Uncertain Promotions); Edward Chang (How Does Diversity Affect Consumer Perceptions and Willingness to Pay); and Hoori Rafieian (Variety Counts: How Pursuing Self-Regulatory Goals Impacts Variety Seeking in Vice and Virtue Categories).



Wichinpong "Park" Sinchaisri; Caitlin Gorback; Celia Gaertig; Edward Chang; Tom Robertson, Academic Director of the Baker Retailing Center; Not pictured: Hoori Rafieian

## We've Moved!

Our new, temporary, office location is St. Leonard's Court, located on Chestnut Street between 38th and 39th streets. Our new address is 3819 Chestnut Street, Suite 310, Philadelphia, PA, 19104. Our contact number remains the same, 215.573.8245. Please visit us!

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