



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

Wednesday, November 7, 2018

3:30 pm to 4:15 pm **Arrival and Registration**

4:15 pm to 4:30 pm **Welcome Remarks**

Tom Robertson
Academic Director, [Jay H. Baker Retailing Center](#)

Jay H. Baker (W'56)
Chairman, [Jay H. Baker Retailing Center Advisory Board](#)

4:30 pm to 5:15 pm **Opening Keynote**

Wayne Crosby
Co-Founder, [Humu](#)

5:15 pm to 6:15 pm **WORKFORCE MANAGEMENT AND TECHNOLOGY**

- What is behavioral change technology? How does it impact employee engagement?
- How do you build a flexible workforce?
- How do you use technology to manage the internal and external/customer-facing workforce?

Moderator: **Karl Ulrich**, CIBC Endowed Professor; Professor of Operations, Information, and Decisions; Professor of Management; Vice Dean of Entrepreneurship and Innovation, The Wharton School

Guest Panelists:

- **Stacey Ferreira**, Founder, CEO, [Forge](#)
- **Miriam Scholes**, Talent Manager, [Caleres, Inc.](#)

6:30 pm **Dinner and Workforce Management Roundtable**

Thursday, November 8, 2018

7:30 am to 8:00 am **Registration and Breakfast**

8:00 am to 8:15 am **Opening Remarks**

Tom Robertson
Academic Director, [Jay H. Baker Retailing Center](#)

8:15 am to 10:00 am **EVOLVING TOWARDS MACHINE LEARNING**

- What's new? What are the opportunities? What are the risks?
- How does an organization transition from "old school analytics" to "machine learning analytics"?
- How do you leverage machine learning knowledge from other industries?

Moderator: **Kartik Hosanagar**, John C. Hower Professor; Professor of Operations, Information and Decisions, The Wharton School

Panelists:

- **Jason Maynard**, GM & VP of Product, [Zendesk](#)
- **Vishal Sikka**, Former CEO, [Infosys](#)
- **David Waller**, Partner, Retail Practice, Oliver Wyman|Head of Data Science and Analytics, [Oliver Wyman Labs](#)

10:00 am to 10:15 am **Break**



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Thursday, November 8, 2018 (continuation)

10:15 am to 12:00 pm **CREATING DATA-DRIVEN CULTURES: THE CHALLENGES AND OPPORTUNITIES**

- How do you create a data culture that supports and enhances the customer experience?
- How do you merge customer data from various touchpoints to influence the customer experience?
- How can you use customer analytics to inform product design and customer satisfaction?

Moderator: [Elea McDonnell Feit \(C'94\)](#), Assistant Professor of Marketing, Drexel University and Senior Fellow, Wharton Customer Analytics Initiative, The Wharton School

Panelists

- [Brett Hurt \(WG'99\)](#), Co-Founder, CEO, data.world; Founder, former CEO, [Bazaarvoice](#); Henry Crown Fellow, The Aspen Institute
- [Max Shron](#), Head of Data Science, [Warby Parker](#)

12:00 pm to 1:30 pm **Lunch Keynote**

[Bill Schlough \(WG'98\)](#)
SVP & CIO, [San Francisco Giants](#)
Chairman of the Board, San Jose Giants

1:30 pm to 3:15 pm **ATTRIBUTION MODELING AND CUSTOMER ENGAGEMENT**

- How do you measure sales and customer engagement across the customer journey?
- What are the different approaches to determining advertising response?
- What is the relationship between search and brand attitudes, familiarity and consideration?

Moderator: [Elea McDonnell Feit \(C'94\)](#), Assistant Professor of Marketing, Drexel University and Senior Fellow, Wharton Customer Analytics Initiative, The Wharton School

Panelists:

- [Jesse Goranson](#), Director of Marketing Science, North America, [Facebook](#)
- [Trey MacLeod \(W'93\)](#), Chief Commercial Officer, [Conversion Logic](#)

3:15 pm to 3:30 pm **Break**

3:30 pm to 5:15 pm **SOCIAL MEDIA AND THE INTERSECTION OF HIGH-VALUE CUSTOMERS AND SOCIAL NETWORKS**

- How do you use social media to identify high-value customers and leverage their social networks?
- When should companies develop strategies based on data versus opinion?
- How do you build an organization and processes that are responsive to social media?

Moderator: [Gad Allon](#), Jeffrey A. Keswin Professor; Professor of Operations, Information and Decisions; Director of the Jerome Fisher Program in Management and Technology, The Wharton School

Panelists:

- [Ana M. Brant](#), Director, Global Guest Experience & Innovation, [Dorchester Collection](#)
- [Christian Oswald](#), VP Americas & Channel Alliances, [Local Measure](#)
- [Linz Shelton](#), Global Social Media Director, [Michael Kors](#)
- [Mark Wales \(WG'14\)](#), Founder, CEO, [Kill Kapture](#) and The Younger Heroes

5:15 pm **Closing Remarks**

5:30 pm **Cocktails**