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  ATTRIBUTE 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

3:30 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