

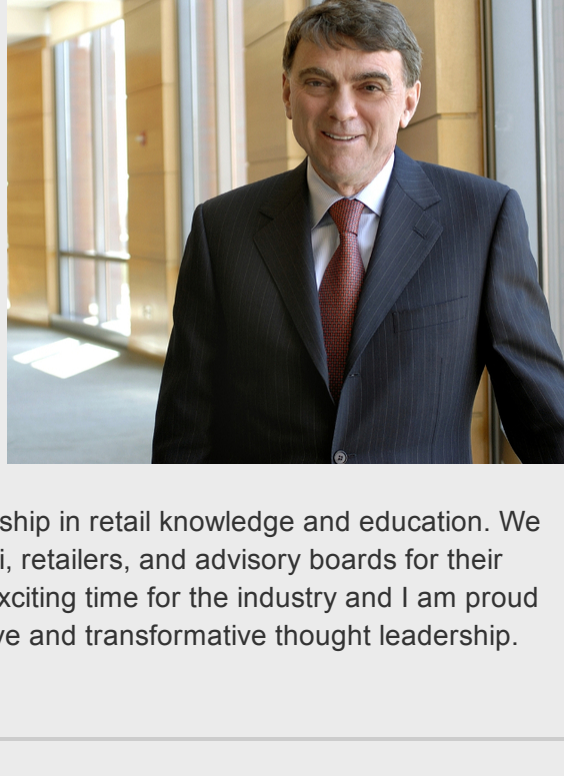


Greetings from

Tom Robertson, Academic
Director of the Baker
Retailing Center

It has been a busy start to the academic year. With only two months into 2018, we have already hosted several events on Campus and in New York and are looking forward to the upcoming events on the West Coast.

This year's programming will be even more robust than 2017, a year in which we hosted and facilitated over 85 events and activities to promote our global leadership in retail knowledge and education. We are grateful to our faculty, students, alumni, retailers, and advisory boards for their support and spirited enthusiasm. It is an exciting time for the industry and I am proud that the Center is at the forefront of creative and transformative thought leadership.



Is Wayfair Winning?

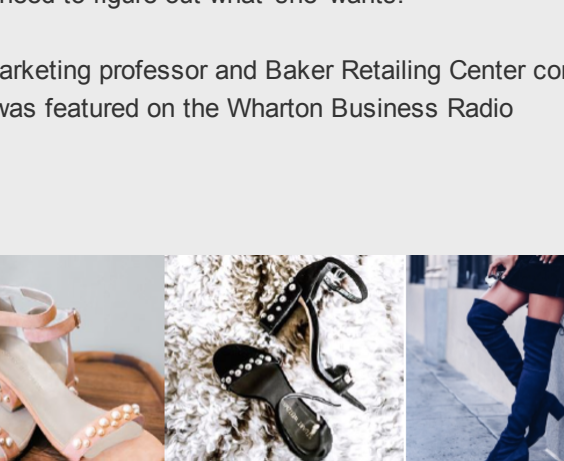
[Pete Fader](#), Wharton marketing professor and core faculty member of the Baker Retailing Center, and Daniel McCarthy, marketing professor at Emory University, were interviewed by [Knowledge@Wharton](#) for their research on [Wayfair](#) and [Why Customer Retention Lies at the Heart of Corporate Valuation](#). Their research was also featured in major media outlets and publications, most recently in the [Wall Street Journal](#) and [Barron's](#) on February 12th.

Introducing the Executive-in-Residence Program

In Fall 2017, the Center kicked off the Executive-in-Residence program. Designed with mentorship in mind, the program features a small classroom and/or one-on-one student coaching sessions to allow students to be upfront and personal with retail executives to learn about their career paths and experiences. In November 2017, Jennifer DiMotta shared thoughts on women's leadership and 20+ years of digital marketing experience with retailers such as Hayneedle, Office Depot, Sports Authority, and bluemercury.

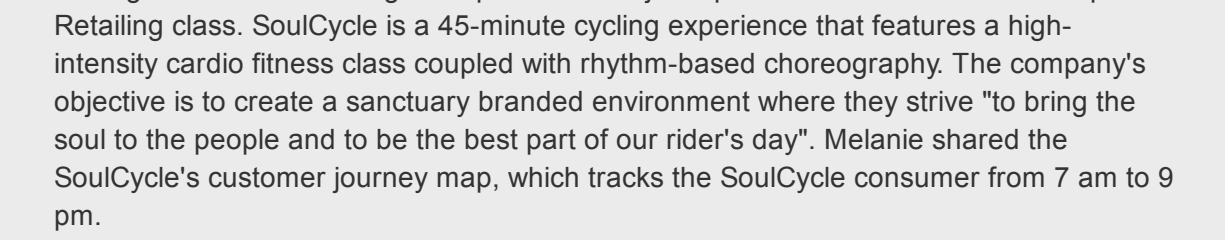
Stuart Weitzman W'63 Spring 2018 Executive in Residence

This Spring 2018, we are pleased to have [Stuart Weitzman](#) W'63 on campus for two days per month. As the Executive-in-Residence, he meets with small groups of graduate and undergraduate students from Wharton and across the University in a classroom setting to share insights and knowledge on Brand Building, Design, Leadership, and Entrepreneurship. His [Kate Moss marketing campaign](#), "Made for Walking", sparked a global conversation.



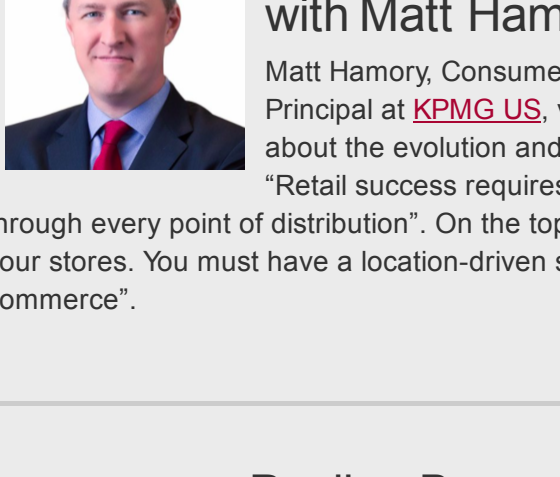
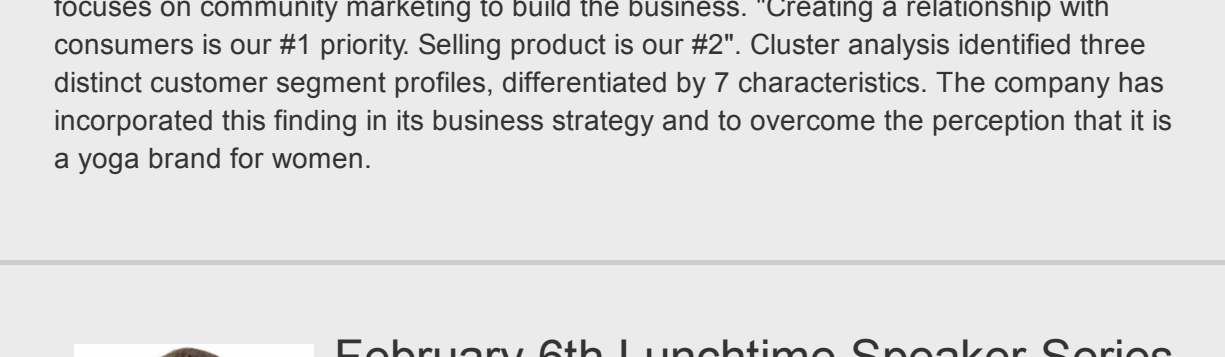
"In fashion, you can do all of the analytics with the data but, you can't replicate touch and feel. My only inspiration ultimately is the woman. I need to figure out what 'she' wants."

Stuart was recently interviewed by Wharton marketing professor and Baker Retailing Center core faculty member, Barbara Kahn. [The interview](#) was featured on the Wharton Business Radio program, Marketing Matters.



SoulCycle's CEO, Melanie Whelan, talks SOUL

"[SoulCycle](#) is a community business around personal transformation", says Melanie Whelan, CEO of SoulCycle. On February 27th, Wharton Undergraduates and MBAs listened intently to Melanie's presentation on SoulCycle's business and marketing strategies. Melanie was a guest speaker for adjunct professor Bari Harlam's Principles of Retailing class. SoulCycle is a 45-minute cycling experience that features a high-intensity cardio fitness class coupled with rhythm-based choreography. The company's objective is to create a sanctuary branded environment where they strive "to bring the soul to the people and to be the best part of our rider's day". Melanie shared the SoulCycle's customer journey map, which tracks the SoulCycle consumer from 7 am to 9 pm.



"We Love Everybody and We Love Every Body"

On February 27th, Candan Ergenguc, SVP of Operations Excellence, and Ruhee Dhanji, Operations Excellence Analyst, talked about five key elements that led to a successful turnaround of the business: align on vision, study brand perception, assess brand awareness, analyze the guest, and create a strategy and execute in unison. [Lululemon](#) focuses on community marketing to build the business. "Creating a relationship with consumers is our #1 priority. Selling product is our #2". Cluster analysis identified three distinct customer segment profiles, differentiated by 7 characteristics. The company has incorporated this finding in its business strategy and to overcome the perception that it is a yoga brand for women.

February 6th Lunchtime Speaker Series with Matt Hamory



Matt Hamory, Consumer & Retail Strategy Practice Lead and Principal at [KPMG US](#), visited campus and spoke to students about the evolution and massive disruption in the retail sector. "Retail success requires a total cultural change from headquarters through every point of distribution". On the topic of brick and mortar: "You have to win in your stores. You must have a location-driven strategy – you cannot just rely on e-commerce".

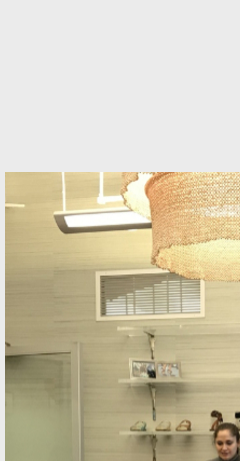
PENN STUDENTS

The Baker Retailing Center provides support to those undergraduate and graduate students who are interested in retail and retailing careers. For students, Baker staff members provide course and career advisory guidance, introductions to industry leaders, and monetary support for various student-run retail club events and activities. The Center endeavors to support young talent, cultivate entrepreneurs and promote future leaders in retailing.

NRF 2018: Retail's Big Show (Jan. 14-16, NYC)

Walter Little (C'19), Kelsey Serraneau (C'19) and Anita Mo (W'10) placed 3rd in the Student Challenge at this year's National Retail Federation's conference. The team created a 4-week immersive retail, marketing, and merchandising strategy for [STORY](#), a retailer that has a "point of view of a magazine, changes like a gallery and sells things like a store". Walter and his classmates developed the strategy for their sponsor company, 3M.

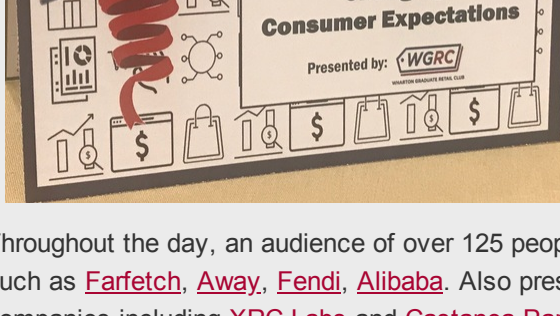
Student Spotlight: Jordan Williams WG'20 Atlanta is a hub of entrepreneurship. Jordan is one of them!



Jordan's brand, the [Young Moguls Brand](#), was featured on [Squarespace's](#) blog on young entrepreneurs. After starting his first business at the age of 10, Jordan developed a strong passion for entrepreneurship. He is currently the Co-Founder of Young Moguls Brand, a streetwear clothing line that promotes entrepreneurship through its designs. The goal of Young Moguls brand is to create a positive movement that inspires teens to explore the benefits of entrepreneurship and turn their ideas into businesses. Jordan's brand is nationally-recognized and has been featured in several media outlets including, the Steve Harvey show, Black Enterprise Magazine, Essence Magazine and PBS.

CAREER TREKS

Every semester, the Center organizes Career Treks for students who are interested in experiencing a day at a company's headquarter office. On Friday, February 16th, students and Baker staff members boarded a bus at 6:30 am in Philadelphia and headed for New York where they visited the headquarters of Google and Sarah Flint.



Googlers for a Day

At Google's Chelsea Office, located on 8th Avenue between 15th and 16th Streets, students experienced an "All Hands" meeting. Googlers Jackie Yusko, Account Executive and Ray Riccio, Head of Retail, shared their insights and Olivier Zimmer, lead for Google's Trendspotting team, spoke about how Google uses data analytics to identify new trends and shifts in consumer behavior.



Sarah Flint

Founder, CEO and Creative Director of her namesake shoe brand, Sarah Flint shared her journey from FIT to launching a luxury shoe line in her early 20's, while President Veronica Collins WG'11 spoke of how her experience at Christie's, Bain, and ShopBop prepared her to lead a luxury brand. Sarah's shoes have adorned the feet of celebrities such as Cindy Crawford, Amal Clooney, Kate Hudson and, most recently, Meghan Markle.

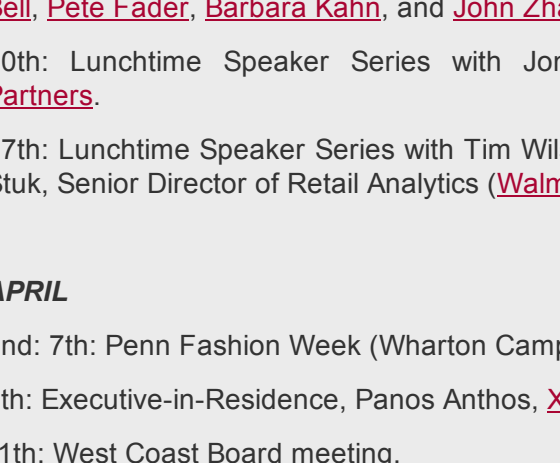


Wharton Graduate Retail Conference

On February 23rd, the [12th Annual Wharton Graduate Retail Club Conference](#) took place at the Double-Tree Hotel on Broad and Locust Streets in Center City, Philadelphia. Oliver Chen WG'06, Managing Director and Head of the Retail and Luxury Sector of Cowen and Company, kicked off the day with an overview of retail in 2018.

Throughout the day, an audience of over 125 people, listened to presentations from retailers such as [Farfetch](#), [Away](#), [Fendi](#), [Alibaba](#). Also presenting were executives from investment companies including [XRC Labs](#) and [Castanea Partners](#). Wharton marketing professor Pete Fader moderated a panel on the "Power of Technology and Analysis" with [Ragtrades](#), [Brickwork](#) and [INTURN](#).

The Baker Retailing Center and Fashion Institute of Technology Alumni Breakfast



Corey Moran (right), Head of Industry, Fashion and Luxury at Google, was the guest speaker at the annual Baker/FIT Alumni Breakfast. He participated in a fireside chat with his former FIT Professor Stephan Kanlier (left). Corey shared his background and how Google looks at trends such as mobile and machine learning. The Center hosted the event on February 13th at the Penn Club of New York with over 75 alumni in attendance.

RESEARCH AT THE CENTER

Funding Wharton research on retail topics

Each year, the Center funds research by Wharton PhD students on current retail-related topics. For our funding decisions, we seek feedback on research proposals from a committee of alumni, with whom we met recently. Proposed projects cover a wide range of topics - from mystery promotions to how the diversity of product teams affects consumers' product perceptions to how ride-sharing apps have benefitted less central, lower-rent neighborhoods. We are finalizing our funding decisions and will announce the 2018 grant recipients in the next newsletter.

New retail course featuring projects with companies

In Fall 2018, Tom Robertson will be teaching a new project-based course, "Retail Ecosystem Action Learning Projects," which offers MBA and other Penn graduate students an opportunity to work on real-world projects with retail companies. It is designed for students interested in retail/consumer topics, digital/multi-channel commerce, consumer technology, consulting, marketing, and/or entrepreneurship. In addition to marketing topics, projects may touch on related subjects such as innovation, technology, analytics, operations, and global. If your company is interested in proposing a project for a team of students to work on, please contact Denise Dahlhoff at dahlhoff@wharton.upenn.edu.

UPCOMING SPRING 2018 EVENTS

MARCH

13th: Lunchtime Speaker Series with David Trone, Owner, [Total Wine & More](#).
18th to 21st: SHOFTALK (Las Vegas) featuring Wharton marketing professors [David Bell](#), [Pete Fader](#), [Barbara Kahn](#), and [John Zhang](#).
20th: Lunchtime Speaker Series with Jonathan Seiffer, Partner, [Leonard Green Partners](#).
27th: Lunchtime Speaker Series with Tim Wilson, VP Sales ([1010data](#)) and Archimedes Stuk, Senior Director of Retail Analytics ([Walmart US](#) eCommerce).

APRIL

2nd: 7th: Penn Fashion Week (Wharton Campus).
4th: Executive-in-Residence, Panos Anthos, [XRC Labs](#).
11th: West Coast Board meeting.
24th: Baker Lunchtime Speaker Series: Rachel Blumenthal, Chief Executive Office, [Rockets of Awesome](#).

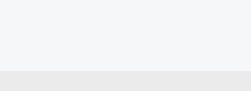
MAY:

9th: Director's Council Dinner (NYC).
9-18th: Wharton International Program Trip to Spain.
16th: Event in Madrid with the Ramón Areces Foundation, featuring Tom Robertson, Barbara Kahn, and Diana Robertson.

bakerretail.wharton.upenn.edu

Follow Us!

Share this email:



Manage your preferences | [Opt out](#) using TrueRemove™

Got this as a forward? [Sign up](#) to receive our future emails.

View this email [online](#).

Vance Hall 3733 Spruce Street
Philadelphia, PA | 19104 US

This email was sent to .

To continue receiving our emails, add us to your address book.

