



BAKER
Retailing Center

THE BAKER BUZZ

December 2019



Thomas Robertson
Academic Director
Baker Retailing Center

Fall 2019 has been exceptionally rewarding for the Center. As the leader in retail knowledge and education, we are on an exciting trajectory.

Student engagement with the Center is at an all-time high with elevated interest in our retail-related courses and the Center's programs. We have always been the go-to Center for retail and now our impact spans multiple disciplines across the university, resulting in increased levels of both student and faculty engagement. On the industry front, we championed conversations around new ideas through

op-eds, dialogue with our board members, and conferences. We rolled out a new conference format with our highly successful 2019 CEO Summit which many of you attended. We now turn our attention to preparing for a busy spring. In the meantime, best wishes for a wonderful holiday season.

First-ever Wharton's Baker Retailing Center Ideathon 2020!!! January 24th to January 25th



24 Hours of Innovation and Creativity

Already, over 100 undergraduate and graduate students have registered for this experience sponsored by Ralph Lauren Corporation. Teams of students will come together to solve business challenges posed by the retailer and will be mentored by senior executives from retail-related industries. We will transform the lower level of the Sheraton University City Hotel to create a high-impact, interactive event, complete with artistry, music, and fitness activities, and of course, FUN, to keep students energized over 24 non-stop hours. Cash prizes for the winning teams!



The Lunch & Learn Speaker Series provides students with an opportunity to meet industry executives. Pictured here are **KK Chua**, President, Asia-Pacific, Mary Kay Cosmetics; **Fernando Machado**, Global CMO, Burger King; **Bob Sherwin**, CMO North America Marketing, Global Ad Technology, Customer Intelligence Platforms, Wayfair; **Christine Hunsicker**, Founder, CEO, CaaStle; **Oliver Chen** (WG06), Managing Director, Cowen and Company. They were joined by perennial favorites (not pictured), **Beth Kaplan** (W81), board member of several companies including Rent the Runway, Framebridge, and Care/of; and **Linz Shelton**, Global Social Media Director, Michael Kors, for the fall program. Also, Baker board member, **Nicolas Topiol** (WG91), CEO, Christian Lacroix SNC, was the keynote at the Marketing, Advertising and Retail Conference at Penn on November 15th. Nicolas spoke about expanding the company's brand equity into multiple product categories, including home, beauty, and bridal. Other campus speakers included Baker board member, **Laura Alber** (C90), CEO Williams-Sonoma, who shared thoughts on career paths, along with **Jenn Hyman**, Co-Founder, CEO of Rent the Runway, a guest speaker at the Wharton Women in Business event on November 8th.

Student Spotlight: Anna Jellinek (W21)
Baker Retailing Center Student Worker

A PASSION FOR FASHION best describes [Anna Jellinek's](#) interest in retail. As the Marketing Director for [The WALK](#), a student-run fashion publication, Anna rounds up students to serve as fashion event and brand outreach coordinators. On November 22nd, her team hosted a campus-based thrift shop pop-up and raised \$2,000 for Women Against Abuse.



"I love being at Wharton because I gain access to opportunities that sit at the crossroad of my interest in business and fashion."

Anna interned at Urban Outfitters in the Men's Department during Summer 2019. Her memorable but embarrassing moment? Showing up for an URBN employee shopping event and mistakenly shopping the rack of an apparel brand that was pitching a line to sell in to Free People buyers.

Anna is double majoring in Marketing and Operations, Information and Decisions (OID). She was previously a brand ambassador for Outdoor Voices and Rag & Bone. In her free time, she knits her own sweaters. Now, that's a retailer at heart!



Twenty-five Penn students visited the headquarters of PVH, one of the largest apparel companies, and Zola, an online wedding registry platform. Accompanied by Baker team members Susan McMullen and Christina Ruzzo, students learned about managing a product portfolio, retail-buying strategies, and winning digital initiatives.

2019 CEO SUMMIT
Powering the Future of Retail
in a Changing Environment

A rollercoaster ride, a tightrope walk - call it what you want, retail is being turned on its head, and the headwinds won't subside any time soon. On Tuesday, October 15th, the Baker Retailing Center hosted the 2019 CEO Summit at the Plaza Hotel in NYC. This was an invitation-only event limited 175 C-level retailers and brands. On deck was the industry elite, leading the way with provocative, eye-opening discussions. Paraphrased storyline snippets? Delight and excite the customer; luxury is more than just product and service – there needs to be theater; the puck is moving toward faster and faster delivery speed; retail talent must be multi-faceted; don't be tempted to focus on the shiny new ball (even though it's the holiday season). Read the 2019 CEO Summit highlights [Here.](#)

SAVE THE DATE:
2020 CEO SUMMIT
OCTOBER 13th IN NYC



Above: Thomas Robertson, Academic Director, Baker Retailing Center, and Laurent Claquin, President, Kering Americas.





The fall Advisory Board meeting followed the full-day 2019 CEO Summit. We continued discussions from the summit and pivoted towards how the Center can incorporate these topics into future programming. In September, [Wendy White](#), Esq., SVP and General Counsel at the University of Pennsylvania and Penn Medicine, attended the Directors' Council meeting and spoke about current legal challenges and best practices in the corporate and university workplace. At the October West Coast Board meeting, Wharton's Professor of Marketing, [Pete Fader](#), led a discussion on his recent work on customer centricity, customer-based corporate valuation, and other topics of mutual interest.

Welcome New Board Members

(From left to right) Directors' Council: Amanda Baldwin (WG06), President, Supergoop!; Randy Goldberg, Co-Founder and Chief Brand Officer, Bombas. Advisory Board: Steve Bratspies (WG94), Executive Vice President and Chief Merchandising Officer, Walmart U.S.; Victoria Vandagriff, President, D2 Brands, Delta Galil USA.



Baker Board Members in the News

Denise Incandela (WG92), Head of Fashion Group, Walmart eCommerce U.S., was interviewed by [Glamour](#) on her 20 years in fashion. On September 18th, she was also the keynote speaker for the undergraduate Wharton Women Dinner.

DENISE INCANDELA
The E-comm Exec



Edwin Keh, CEO, The Hong Kong Research Institute of Textiles and Apparel Limited; Lecturer, The Wharton School. [Inside Retail: Hong Kong: Top 50 Innovative Retail Leaders in Hong Kong 2019.](#)

Baker Board Companies in the News

'I don't believe in boring', says Alice + Olivia founder Stacey Bendet (C99) [Read](#). Stacey will also be a guest on the career-centric Alma Matters podcast, founded by Raine Puno (C18), in January. If you have questions for Stacey, submit them [Here](#)

Warby Parker launches Scout, its own line of contact lenses [Read](#)

Reviving Vince. The Anatomy of a Rebound [Read](#)

Philly, Meet Your New Skincare Habit with Heyday [Read](#)

Lever Style lists on the Main Board of the Hong Kong stock exchange [Watch](#)

Mapping Locations of DTC brands: Allbirds, Bonobos, Everlane, Madison Reed, Nordstrom, Warby Parker [Read](#)

Baker Retailing Center Roundup

Thomas Robertson, Academic Director

WWD Op-Ed: *The Outside View: Retail's Future Leaders Can't Operate a Rotary Phone* [Read](#)



Tom was also featured in a Forbes article, *Wharton, MIT Professors See Upside at Nordstrom, Kohl's, and Target* [Read](#)



Mina Fader, Managing Director

Retail Rundown chat with Mina and Carl Boutet on Wayfair's first full-service flagship in a Boston area mall and the retailer's VR and AR-enabled iPads for sales reps. Is Walgreen's going organic? How is Amazon handling its 3rd party uprising? [Listen](#)

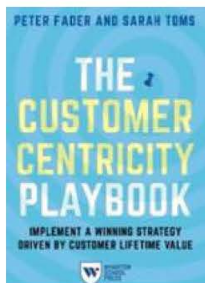
Penn Faculty and Research in the Retail Industry

Can the Supercharged Consumer Save Retail? with Santiago Gallino [Listen](#)

Has the Sharing Economy Disrupted Marketing? with Cait Lamberton [Listen](#)

The Value of Rapid Delivery in Omnichannel Retailing by Marshall Fisher, Santiago Gallino, Joseph Jiaqi Xu [Read](#)

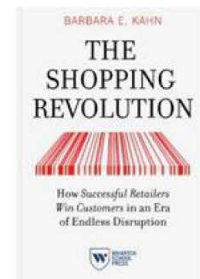
Congratulations to Our Baker Core Faculty Book Award Winners



Pete Fader and Sarah Toms

2019 Best Business Book, Digital Book Awards

2019 Axiom Business Book Award Winner...[More](#)



Barbara Kahn

2019 IBPA Benjamin Franklin Award

Silver Medal Winner...[More](#)



Welcome Christina!

A big welcome to Christina Ruzzo, who has joined the Baker Retailing Center as our Administrative Coordinator.



The Baker Retailing Center
St. Leonard's Court
3819 Spruce Street, Suite 310
Philadelphia, PA | 19104

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