



THE BAKER BUZZ

JAY H. BAKER RETAILING CENTER NEWSLETTER — SUMMER 2021

Greetings! I hope this message finds you well. I'm happy to report that many exciting events have been taking place at the Baker Retailing Center over the past several months. Our virtual programming continued, drawing enthusiastic audiences.

We held five virtual board meetings featuring distinguished Wharton speakers. We continued our Baker Executive Speaker Series, providing Penn students with unparalleled opportunities to virtually meet and hear from retail leaders and founders. And, we launched a Retail Innovation series with XRC Labs, presenting exciting panel discussions with industry leaders in fashion, logistics, fitness tech, and wellness.

We also published an important report on the pitfalls of loyalty initiatives, which offers valuable information and advice for marketers to improve the effectiveness of their programs. The Baker Retailing Center team and I are looking forward to upcoming events — including our exclusive CEO Summit planned for October in New York. Hopefully we can all see each other in person again soon.

Please stay in touch and follow us on social media. Wishing you all the best.

WHAT'S INSIDE

- FALL 2021 CEO SUMMIT
- EXECUTIVE SPEAKER SERIES
- RETAIL INNOVATION SUMMIT
- ALUMNI SPOTLIGHT — FULTON



Thomas S. Robertson

Academic Director

Jay H. Baker Retailing Center

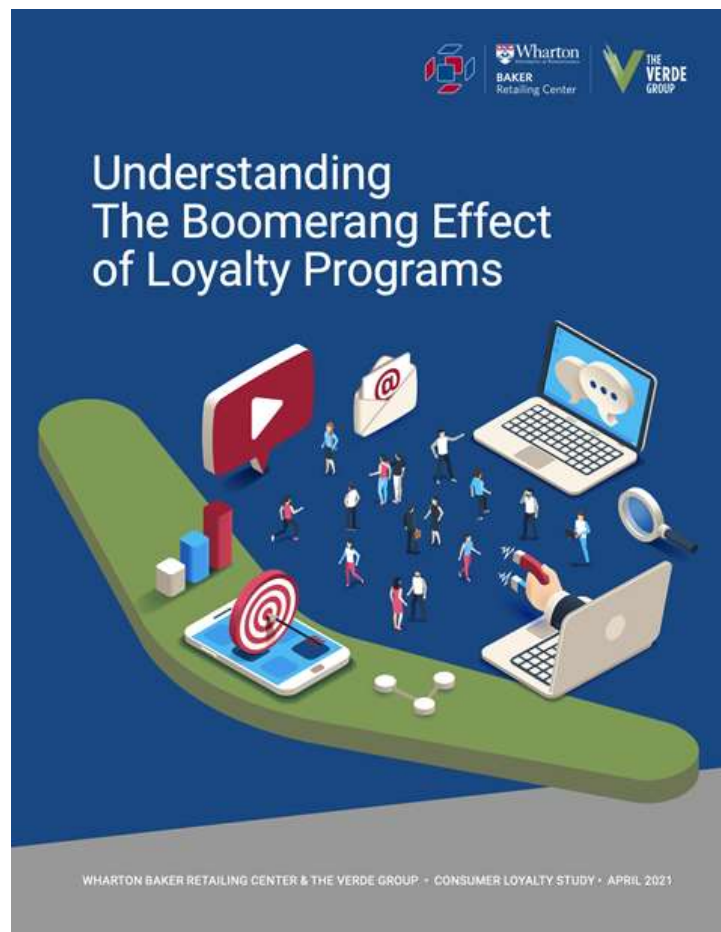
Joshua J. Harris Professor, Professor
of Marketing

SAVE THE DATE — CEO SUMMIT



The **Baker Retailing Center** and **Retail Leaders Circle** will once again co-host its annual, invitation-only **CEO Summit** on **Tuesday, October 12, 2021** at the **Rainbow Room** in **New York City**.

BAKER CENTER INDUSTRY RESEARCH



In partnership with **The Verde Group**, a global customer experience consultancy, the **Baker Retailing Center** conducted a series of studies to better understand the impact of customer experience on loyalty. In our most recent report, titled *"Understanding the Boomerang Effect of Loyalty Programs,"* we focused on the potential diminishing returns of loyalty program investments.

Read more and download the full report [here](#).

See the study featured in **Harvard Business Review** [here](#)

VIRTUAL BOARD MEETINGS



[Wharton Dean Erika James](#) — Erika was appointed Dean of the Wharton School in July 2020. As Reliance Professor of Management and Private Enterprise and Professor of Management, Erika is a leading expert on crisis leadership, workplace diversity, and management strategy. Erika discussed new school initiatives and Wharton's strength in the marketplace. [READ MORE.](#)

[Wharton Professor Peter Fader](#) — Peter is the Frances and Pei-Yuan Chia Professor of Marketing at Wharton. Peter discussed three interrelated areas of research: customer centricity, customer lifetime value, and customer-based corporate valuation, and explored how retailers can work toward a deep understanding of the differences among customers. [READ MORE.](#)

[Wharton Professor Katy Milkman](#) — Katy is the James G. Dinan Endowed Professor of Operations, Information and Decisions at Wharton. A leading behavioral science expert, she presented compelling evidence about how the types of messaging we use around vaccines, including the COVID vaccine, can have substantial persuasive power. [READ MORE.](#)

[Wharton Professor Cait Lambertson](#) — Cait is the Alberto I. Duran President's Distinguished Professor and Professor of Marketing at Wharton. She exploded a number of myths about access-based consumerism and shared real-world advice for marketers trying to successfully navigate this landscape. [READ MORE.](#)



Executives from Alibaba and Tapestry — Todd Kahn, CEO, Brand President, Coach; President, Chief Administrative Officer, Tapestry Inc., Michael Evans, Director, President, Alibaba Group and Danielle Bailey, Managing Vice President, Gartner spoke on a panel moderated by Steve Sadove, former Chairman and CEO of Saks, Inc. The panel explored the burgeoning Chinese retail market, which is on track to overtake the U.S. as #1 in consumer spending in ten years, and how American brands can seize this enormous opportunity. [READ MORE.](#)

WELCOME NEW BOARD MEMBERS



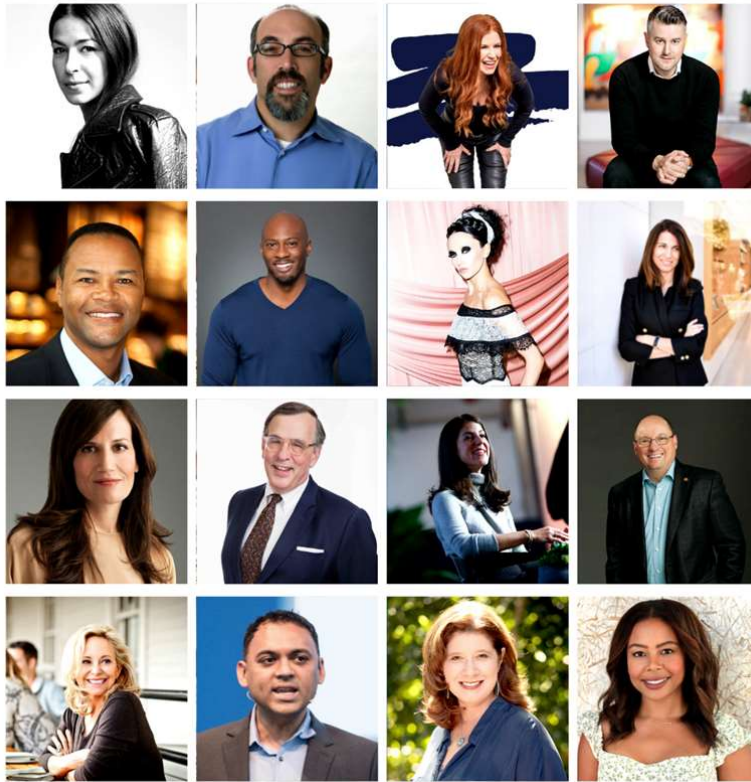
Rick Blackshaw (WG04) has joined our Advisory Board. Rick is CEO of [CCM Hockey](#), a Canadian brand of ice hockey equipment. Prior to joining CCM, Rick was president of Sperry, the leading boat shoe and duck boot footwear brand, and president of Keds.

Isaac Dabah has joined our Advisory Board. Isaac is CEO of [Delta Galil Industries, Ltd.](#), a publicly traded global apparel retailer, manufacturer and wholesaler. Isaac has over thirty years of experience in the apparel industry and accepted the title of CEO in August 2008.

Sarah LaFleur has joined our Directors' Council, which consists of C-level retailers and founders in the DTC space. Sarah is Founder and CEO of [M.M.LaFleur](#), a designer of women's workwear. Previously she worked for a private equity firm, Starwood Capital Group, in New York and Paris.

Joe Sheetz (W89) has joined our Advisory Board. Joe is CEO of [Sheetz, Inc.](#), a convenience retailer based in Altoona, PA with more than 600 stores in six states. He is a former chairman of the board of directors for the National Association of Convenience Stores.

BAKER EXECUTIVE SPEAKER SERIES



Baker's Executive Speaker Series was a particularly important part of the co-curricular activities for our students during the 2020-2021 academic year. This program offers Penn undergraduate and graduate students the opportunity to meet retail leaders and founders. Student engagement for these sessions was at an all-time high and we received overwhelmingly positive feedback from attendees. Guest speakers shared personal accounts about their career paths and discussed specific information about their companies and industry trends. Below is a list of this year's outstanding speaker lineup, in order of appearance:

Rebecca Minkoff, Founder & Designer at REBECCA MINKOFF

Steven Silverstein (WG85), President & CEO at Spencer Spirit Holdings, Inc.

Kara Goldin, Founder & CEO at Hint, Inc.

Jeffrey Fowler, President, Americas at Farfetch

*Michael Conway, Group President, International & Channel
Development at Starbucks*

*Lawrence Cole, Global Director, Head of Sales Enablement
& Strategy at Google*

Stacey Bendet, Founder & CEO at Alice + Olivia

Julie Bornstein, Founder & CEO at THE YES

*Daniella Vitale, Former EVP & Chief Brand Officer at Tiffany &
Co.*

Frank Lavin, CEO & Founder at Export Now

Anushka Salinas, President & COO at Rent the Runway

Todd Wanek, CEO & President at Ashley Furniture Industries

Julie Wainwright, Founder & CEO at The RealReal

Vikas Mehta, CFO of Nike Direct at Nike

*Tracy Layney, Senior VP & Chief Human Resources Officer at
Levi Strauss & Co.*

Nancy Twine, Founder & CEO at Briogeo


2021 RETAIL INNOVATION SUMMIT

We recently launched an industry summit on retail innovation in partnership with **XRC Labs**, an accelerator focused on the retail technology and consumer packaged goods sectors. This series of virtual events brought together leading industry experts to discuss some of the timeliest topics in retail technology and innovation, including [the rise of live-streamed selling](#), [transformations in logistics](#), [the future of wellness](#), and [global retail innovation](#). The series is open to industry practitioners, academics, university alums/students, and has been very well attended.


2021 Retail
Innovation Summit
Rise of Live Commerce
Thursday, February 11, 12-1PM ET

REGISTER NOW


MODERATED BY




Alan Boehme
Chief Technology
Officer
H&M Group



Lilya Wu
Founder & CEO
SHOP=SaOHS





Fatima Yusuf
Director of
Partnerships
shopify



Piero Anthon
Founder &
Managing Director
xclabs


PRESENTED BY


2021 Retail
Innovation Summit
Transformations in Logistics
Wed, Mar 10th at 3-4PM ET

REGISTER NOW


MODERATOR




Nicola Aramayo
Co-Founder
WAREHOUSE



Sundip Nask
Managing Director
Supply Chain & Operations
accenture





Bill Thayer
Co-Founder &
Co-CEO
Fillogic



Santiago Gallo
W. Evans Distinguished
Faculty Director
BAKER Retailing Center


PRESENTED BY


2021 Retail
Innovation Summit
Future of Fitness Tech
Wednesday, Mar 31st at 3:30PM ET

REGISTER NOW


MODERATOR




Vikas Mehta
Chief Financial Officer
Nike Direct



Kristen Holmes
VP of Performance
Science
WHOOP




Christopher Studer
Chief Marketing
Officer
Tonal



Amarous Reed
The Whitney M. Young
Jr. Professor
Professor of Marketing
Wharton BAKER Retailing Center


PRESENTED BY


2021 Retail
Innovation Summit
DTC's New Frontier for Growth
Wednesday, May 19th, 12-1PM ET

REGISTER NOW

MODERATOR




Tony Shan
Head of the Americas,
Tmall Global & Koohe
Alibaba Group



Coral Chung
Founder & CEO
SENREVE





Travis Boyce
Head of Global Retail
Operations
allbirds



Barbara E. Kahn
Patty and Jay H.
Baker Professor,
Professor of Marketing
Wharton BAKER Retailing Center

PRESENTED BY

ALUMNI SPOTLIGHT — LIBIE MOTCHAN & DANIEL NELSON, FULTON

Congratulations to Wharton MBAs [Libie Motchan](#) (WG21) and [Daniel Nelson](#) (WG21), co-founders of the startup company, [Fulton](#).

A modern brand of arch support insoles, what makes Fulton's products so distinctive is that they are crafted from all-natural materials instead of the gels, foams, and plastics that go into most insole brands. Read more about Fulton [here](#).

"Support and sustainability are widely overlooked in the footwear industry, and Fulton is changing that. We leverage all-natural materials to provide a custom molded fit, supporting the body and the planet."

FACULTY HIGHLIGHTS

Barbara Kahn, Professor of Marketing, and a world-renowned expert of brand loyalty and consumer decision making, published **The Shopping Revolution (Updated and Expanded): How Retailers Succeed in an Era of Endless Disruption Accelerated by COVID-19.**

Mauro Guillen, Professor of Management, published **The Platform Paradox**, which examines how digital platforms are changing the rules of the competition in the global economy.

Professor of Operations, Information and Decision, **Katy Milkman**, reveals a proven path that can take you from where you are to where you want to be in her newly published book entitled, **How to Change.**

Adam Grant, Professor of Management and world-renowned organizational psychologist, examines the critical art of rethinking in **Think Again.**

In Winning in China, Wharton professor, **Karl Ulrich**, explores the success and failure of several well-known companies that have entered China.



The Jay H. Baker Retailing Center, established in 2002, is an interdisciplinary industry research center, whose mission is to be the global leader in retail knowledge and education.



Forward

Jay H. Baker Retailing Center
Tangen Hall | 115 South 40th Street
Floor 5
Philadelphia, PA 19104
Phone: 215.5.RETAIL

[Unsubscribe](#)