

AGENDA • GENERAL SESSIONS

MONDAY // MARCH 25, 2019

2:00 pm	Badge Pick-up Opens // <i>Inmar Team Support Center Lobby</i>
2:00 pm - 5:00 pm	Innovation Lab Open House // <i>Inmar Team Support Center</i>
5:00 pm - 7:00 pm	Welcome Reception // <i>Inmar Team Support Center</i>

TUESDAY // MARCH 26, 2019

7:00 am	Badge Pick-up Opens // <i>Benton Convention Center, Winston Foyer</i>
8:30 am - 8:45 am	80's Wake Up // <i>Benton Convention Center, Salem Ballroom</i>
8:45 am - 9:15 am	David Mounts, Chairman & CEO, Inmar // <i>Analytics Forum Welcome // Benton Convention Center, Salem Ballroom</i>
9:15 am - 10:00 am	Ken Krasnow, VP, Omnichannel Marketing, Henkel // <i>If Everything Seems Under Control, You Are Moving Too Slow // Benton Convention Center, Salem Ballroom</i>
10:15 am - 11:00 am	Chris Kocher, Founder and Managing Director, Grey Heron // <i>The Amazon Juggernaut is Bulldozing its Way into New Markets – What's Next? // Benton Convention Center, Salem Ballroom</i>
11:00 am - 11:45 am	Omar Johnson, Former CMO, Beats by Dre // <i>The New Rules of Marketing: From Influencers to Ambush Marketing // Benton Convention Center, Salem Ballroom</i>
11:45 am - 12:30 pm	Lunch // <i>Benton Convention Center, Winston Ballroom</i>
12:30 pm - 1:00 pm	Lior Suchard, Mentalist // <i>Benton Convention Center, Salem Ballroom</i>
1:15 pm - 3:00 pm	Breakout Sessions
3:15 pm - 4:00 pm	Doug Stephens, President, Retail Prophet // <i>Reengineering Retail: The Future of Selling in a Post-Digital World // Benton Convention Center, Salem Ballroom</i>
4:00 pm - 4:45 pm	John Ross, President and CEO, IGA // <i>Digital & Data Even the Playing Field for Independents // Benton Convention Center, Salem Ballroom</i>
6:30 pm - 9:00 pm	80's Throwback Party // <i>The Ramkat</i>

WEDNESDAY // MARCH 27, 2019

8:00 am	Badge Pick-up Opens // <i>Benton Convention Center, Winston Foyer</i>
9:00 am - 9:30 am	Lior Suchard, Mentalist // <i>Benton Convention Center, Salem Ballroom</i>
9:30 am - 10:15 am	Andre Moraes, Principal Analytical Lead, Google // <i>The Age of the Digital Assistant and How it will Impact CPG and Retailer // Benton Convention Center, Salem Ballroom</i>
10:30 am - 11:15 am	Consumer and Patient Panel // <i>Benton Convention Center, Salem Ballroom</i>
11:15 am – 11:30 am	GENYOUth Presentation // <i>Benton Convention Center, Salem Ballroom</i>
11:30 am - 12:30 pm	Lunch // <i>Benton Convention Center, Winston Ballroom</i>
12:30 pm - 1:15 pm	Heather George, SVP, Brand Strategy, Lowes Foods // <i>What Big Data Doesn't Tell You // Benton Convention Center, Salem Ballroom</i>
1:30 pm – 2:15 pm	Breakout Sessions
2:30 pm - 3:15 pm	Geoff Ramsey, Chairman and Founder, eMarketer // <i>The State of the Digital Marketing & Commerce: Mega Trends for Today and Tomorrow // Benton Convention Center, Salem Ballroom</i>
3:15 pm – 4:30 pm	Wake Forest University Graduate Business Analytics Case Competition // <i>Benton Convention Center, Salem Ballroom</i>
4:45 pm	Reception with Students // <i>Benton Convention Center</i>

AGENDA • BREAKOUT SESSIONS

TUESDAY // MARCH 26, 2019

1:15 pm - 2:00 pm	Personalization: Delivering Individual Experiences at Mass Market Scale <hr/> Jim Hertel, SVP, Inmar Analytics, Inmar Piedmont 1	It's a Really Bad Time to be Boring <hr/> Steve Dennis, President, SageBerry Consulting Piedmont 2	5 Predictions for the Next 5 Years <hr/> Allen Nance, CMO, Emarsys Piedmont 3	Blockchains / Distributed Ledger Technologies and Retail Analytics <hr/> Raina Haque, Professor of Practice of Technology, Wake Forest University Piedmont 4	What Pharmacy Retailers Should Know About the Evolution of DIR <hr/> Chris Smith, Director, Product Strategy Pharmacy, Inmar Benton Conference 1
2:15 pm - 3:00 pm	Conversational Commerce: Capturing the Next 1B Shoppers with Chatbots & AI <hr/> Ryan Halper, VP Conversational Commerce, Inmar and Albert Rios, Partner Manager, Messaging Platforms, Facebook Piedmont 1	Prescriptive Analytics: What's a Manager to do? <hr/> Jeff Camm, Inmar Presidential Chair in Analytics, Associate Dean of Business Analytics, Wake Forest University Piedmont 2	Too Much Math (or Data), Too Little Meaning <hr/> Rishad Tobaccowala, Chief Growth Officer, Publicis Groupe Piedmont 3	Marketing to Gen Z <hr/> Jeff Fromm, President, FutureCast Piedmont 4	Opioid Epidemic from Three Perspectives <hr/> Moderator: Steve Anderson, President & CEO, NACDS Panelists: Dr. Crick Watkins, Wake Forest University; Kevin Hurn, Director of Pharmacy, Meijer; and Dr. Anuradha Rao-Patel, BCBSNC Benton Conference 1

WEDNESDAY // MARCH 27, 2019

12:30 pm - 1:15 pm	KEYNOTE: What Big Data Doesn't Tell You <hr/> Heather George, SVP, Brand Strategy, Lowes Foods Salem Ballroom				Healthcare Trends – The Data Tells the Story <hr/> Darren Coleman, VP, Product Strategy, Healthcare Intelligence, Inmar Piedmont 3
1:30 pm - 2:15 pm	Achieving Customer Satisfaction Through Omnichannel Returns <hr/> Rob Zomok, EVP & President, Global Operations, Inmar, and Scott Munker, SVP Global Supply Chain, J.Crew Piedmont 1	Tuckpointing Brick and Mortar: Experiential Store Environments and Design <hr/> Don Fitzgerald, Former CMO, Mariano's Piedmont 2	Strategic Planning Made Simple & Powerful <hr/> John Linehan, President, Chief Strategy & Planning Officer, King's Hawaiian Piedmont 3	Digital Evolution and Endless Aisle: A Kroger Perspective <hr/> Cheryl Black, CEO, You Technology, and Jenn Dabbelt, Director, Digital Personalization, 84.51° Piedmont 4	The Business Value of Serialization <hr/> Moderator: Julie Kuhn, Sr. Director, Regulatory & Compliance, Inmar Panelists: Michelle Osmian, VP, Commercial Operations, TEVA; Michael Mazur, Director, Pfizer; and Heather Zenk, SVP, AmerisourceBergen Benton Conference 1