

# AGENDA • GENERAL SESSIONS

## MONDAY // MARCH 25, 2019

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

## TUESDAY // MARCH 26, 2019

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

## WEDNESDAY // MARCH 27, 2019

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

# AGENDA • BREAKOUT SESSIONS

## TUESDAY // MARCH 26, 2019

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

## WEDNESDAY // MARCH 27, 2019

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