

2019



IN PARTNERSHIP WITH
WAKE FOREST UNIVERSITY

AGENDA • GENERAL SESSIONS

MONDAY // MARCH 25, 2019

2:00 pm - 5:00 pm	Innovation Lab Open // Team Support Center
3:30 pm - 4:30 pm	Gurus of Growth // Innovation Lab
5:00 pm - 7:00 pm	Welcome Reception // Team Support Center

TUESDAY // MARCH 26, 2019

7:30 am - 8:30 am	Breakfast // Benton Convention Center, Winston Ballroom
8:30 am - 8:45 am	80's Wake Up // Benton Convention Center, Salem Ballroom
8:45 am - 9:15 am	Kick-off Welcome • David Mounts, CEO, Inmar // Benton Convention Center, Salem Ballroom
9:15 am - 10:00 am	Keynote • Ken Krasnow, VP of Omnichannel Marketing, Henkel // Benton Convention Center, Salem Ballroom
10:15 am - 11:00 am	Keynote • Chris Kocher, Founder and Managing Director, Grey Heron // Benton Convention Center, Salem Ballroom
11:00 am - 11:45 am	Keynote • Omar Johnson, Former CMO Beats by Dre // Benton Convention Center, Salem Ballroom
11:45 am - 12:30 pm	LUNCH
12:30 pm - 1:00 pm	Lior Suchard, Mentalist // Benton Convention Center, Salem Ballroom
1:15 pm - 3:00 pm	Breakout Sessions
3:15 pm - 4:00 pm	Keynote • Doug Stephens, Retail Futurist, Retail Prophet // Benton Convention Center, Salem Ballroom
4:00 pm - 4:45 pm	Keynote • TBA // Benton Convention Center, Salem Ballroom
6:30 pm - 9:00 pm	80's Throwback Party // Ramkat

WEDNESDAY // MARCH 27, 2019

8:00 am - 9:00 am	Breakfast // Benton Convention Center, Winston Ballroom
9:00 am - 9:30 am	Lior Suchard, Mentalist // Benton Convention Center, Salem Ballroom
9:30 am - 10:15 am	Keynote • Andre Moraes, Principal Analytical Lead, Google // Benton Convention Center, Salem Ballroom
10:30 am - 11:15 am	Consumer and Patient Panel // Benton Convention Center, Salem Ballroom
11:15 am - 11:30 am	GenYouth Presentation // Benton Convention Center, Salem Ballroom
11:30 am - 12:30 pm	LUNCH
12:30 pm - 1:15 pm	Keynote • John Ross, CEO, IGA // Benton Convention Center, Salem Ballroom
1:30 pm - 2:15 pm	Breakout Sessions
2:30 pm - 3:15 pm	Closing Keynote • Geoff Ramsey, Chairman and Founder, eMarketer // Benton Convention Center, Salem Ballroom
3:15 pm - 4:30 pm	Wake Forest Student Competition // Benton Convention Center, Salem Ballroom
4:45 pm	Reception with Students // Benton Convention Center

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AGENDA • BREAKOUT SESSIONS

TUESDAY // MARCH 26, 2019

<p>1:15 pm - 2:00 pm</p>	<p>Personalization: Delivering Individual Experiences at Mass Market Scale</p> <p>—</p> <p>Jim Hertel, SVP, Inmar Analytics Piedmont 1</p>	<p>Exciting Session Title TBA</p> <p>—</p> <p>Piedmont 2</p>	<p>Trust Less, Blockchain More</p> <p>—</p> <p>Raina Haque, Professor of Practice of Technology, Wake Forest University Piedmont 3</p>	<p>Revolutionizing the Marketer's Role</p> <p>—</p> <p>Allen Nance, CMO, Emarsys Piedmont 4</p>	<p>What Pharmacy Retailers Should Know About the Evolution of DIR</p> <p>—</p> <p>Chris Smith, Director, Product Strategy Pharmacy, R.Ph, Inmar Innovation Lab</p>
<p>2:15 pm - 3:00 pm</p>	<p>Conversational Commerce: Capturing the Next 1B Shoppers with Chatbots & AI</p> <p>—</p> <p>Ryan Halper, Gratafy, Inmar Piedmont 1</p>	<p>Too Much Data, Too Little Meaning</p> <p>—</p> <p>Rishad Tobaccowala, Chief Growth Officer, Publicis Group Piedmont 2</p>	<p>Visualizing Data for the Board Room</p> <p>—</p> <p>Jeff Camm, Wake Forest University Piedmont 3</p>	<p>How to Drive Sales Growth Through Youth Culture Trends</p> <p>—</p> <p>Jeff Fromm, FutureCast Piedmont 4</p>	<p>Opioid Epidemic from Three Perspectives</p> <p>—</p> <p>Moderator: Steve Anderson, President & CEO, NACDS</p> <p>Panelists: Dr. Crick Watkins, Wake Forest University & Kevin Hurn, Director of Pharmacy, Meijer Innovation Lab</p>

WEDNESDAY // MARCH 27, 2019

<p>12:30 pm - 1:15 pm</p>	<p>KEYNOTE:</p> <p>“Digital & Data Even the Playing Field for Independents”</p> <p>—</p> <p>John Ross, CEO, IGA Salem Ballroom</p>				<p>Healthcare Trends – The Data Tells the Story</p> <p>—</p> <p>Darren Coleman, Vice President, Product Strategy, Healthcare Intelligence Benton Conference 1</p>
<p>1:30 pm - 2:15 pm</p>	<p>Customer Experience in Returns</p> <p>—</p> <p>Rob Zomok, EVP & President, Global Operations, Inmar Piedmont 1</p>	<p>Exciting Session Title TBA</p> <p>—</p> <p>Piedmont 2</p>	<p>Strategic Planning Made Simple & Powerful</p> <p>—</p> <p>John Linehan, President, Chief Strategy Officer, King's Hawaiian Piedmont 3</p>	<p>Exciting Session Title TBA</p> <p>—</p> <p>Piedmont 4</p>	<p>The Business Value of Serialization</p> <p>—</p> <p>Moderator: Julie Kuhn (Inmar) Panelists: Lloyd Mager, Program Manager, AbbVie, & Michelle Osmian, Associate Director, TEVA Benton Conference 1</p>