

2019



IN PARTNERSHIP WITH  
WAKE FOREST UNIVERSITY

# AGENDA • GENERAL SESSIONS

## MONDAY // MARCH 25, 2019

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

## TUESDAY // MARCH 26, 2019

7:30 am - 8:30 am	<b>Breakfast</b> // Benton Convention Center, Winston Ballroom
8:30 am - 8:45 am	<b>80's Wake Up</b> // Benton Convention Center, Salem Ballroom
8:45 am - 9:15 am	<b>David Mounts, CEO, Inmar</b> // Benton Convention Center, Salem Ballroom
9:15 am - 10:00 am	<b>Ken Krasnow, VP of Omnichannel Marketing, Henkel</b> // Benton Convention Center, Salem Ballroom
10:15 am - 11:00 am	<b>Chris Kocher, Founder and Managing Director, Grey Heron</b> // Benton Convention Center, Salem Ballroom
11:00 am - 11:45 am	<b>Omar Johnson, Former CMO Beats by Dre</b> // Benton Convention Center, Salem Ballroom
11:45 am - 12:30 pm	<b>Lunch</b> // Benton Convention Center, Winston Ballroom
12:30 pm - 1:00 pm	<b>Lior Suchard, Mentalist</b> // Benton Convention Center, Salem Ballroom
1:15 pm - 3:00 pm	<b>Breakout Sessions</b>
3:15 pm - 4:00 pm	<b>Doug Stephens, Retail Futurist, Retail Prophet</b> // Benton Convention Center, Salem Ballroom
4:00 pm - 4:45 pm	<b>Heather George, SVP, Brand Strategy, Lowes Foods</b> // Benton Convention Center, Salem Ballroom
6:30 pm - 9:00 pm	<b>80's Throwback Party</b> // Ramkat

## WEDNESDAY // MARCH 27, 2019

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

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# AGENDA • BREAKOUT SESSIONS

## TUESDAY // MARCH 26, 2019

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

## WEDNESDAY // MARCH 27, 2019

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