



# THE SWEET REWARDS OF INTELLIGENT COLLABORATION

DSW  
EXPRESS  
GLOSSIER  
HILTON WORLDWIDE  
HUDSON'S BAY  
LOWE'S COMPANIES  
LUXOTTICA  
NEIMAN MARCUS  
PETCO  
PETSMART



SHOE CARNIVAL  
SLEEP NUMBER  
SOUTHWEST AIRLINES  
STARBUCKS  
TILLYS  
ULTA  
WALGREENS  
WAYFAIR  
WE  
WOLVERINE WORLDWIDE

**CRMC 2018**  
CHICAGO • JUNE 6-8

## DAY 1 WEDNESDAY, JUNE 6

### REGISTRATION

**10:00am - 5:00pm** 8th Street North

### WORKSHOPS

**11:30am - 1:00pm** Boulevard Room & Continental Ballroom

1. **Optimove:** Seasoning your CRM Marketing with DIY Data Hacks
2. **Bond Brand Loyalty:** The Game has Changed. Change your Game
3. **Olson 1to1:** Humanizing Loyalty: A roadmap to establishing genuine emotional loyalty at scale
4. **VeraCentra:** Personalization 2.0: Now Is the Time To Up Your Game

**1:00pm - 2:00pm** Waldorf Ballroom • Retailer Mentor Luncheon

**1:00pm - 2:00pm** International Ballroom South • Workshop Luncheon \*Please have your Badge Sticker ready to Access Luncheon

### GENERAL SESSION - GRAND BALLROOM

**2:00pm - 2:10pm** Welcome to CRMC 2018: **Craig Wood**, CRMC Host

**2:10pm - 3:00pm** **David Eagleman** What Matters to the Mind of the Retail Consumer

**3:00pm - 3:20pm** Grand Foyer & Normandie Lounge • Refreshment Break: Sponsored by Epsilon

**3:20pm - 3:55pm** **Wayfair** AI and Humans - Harness the power of two to understand and reach your customer better

**3:55pm - 4:30pm** **Lowe's Companies** What Does it all Mean? How to Design the Brand Experience for your Customer

**4:30pm - 5:05pm** **Southwest Airlines** Driving Customer Loyalty

**5:05pm - 6:35pm** Grand Foyer & Normandie Lounge • Welcome Reception: Sponsored by Yes Lifestyle Marketing

**7:00pm - 10:00pm** CRMC Retailer Dinner

## DAY 2 THURSDAY, JUNE 7

**7:00am - 8:00am** Boulevard Room • Breakfast: Sponsored by Merkle

### GENERAL SESSION - GRAND BALLROOM

**8:00am - 8:15am** The Sweet Rewards of Intelligent Collaboration **Brent Cooke** and **Pini Yakuel**

**8:15am - 9:05am** **Anders Sorman-Nilsson** Seamless: combining artificial intelligence & human intelligence to re-design retail CX for the future

**9:05am - 9:40am** **Starbucks** Customers Get Loyal When You Get Personal - How Starbucks continues to grow through its Digital Experiences

**9:40am - 10:00am** Grand Foyer & Normandie Lounge • Refreshment Break: Sponsored by Epsilon

**10:00am - 3:30pm** Normandie Lounge **Total Retail Podcast**

### CONCURRENT SESSIONS

Grand Ballroom

**10:00am - 10:35am** **Express** How to Evolve your Brand and Accelerate your Loyalty Program

**10:35am - 11:10am** **Glossier** How man and machine can work together to deliver on the primordial promise of CRM

**11:10am - 11:40am** Grand Foyer & Normandie Lounge • Refreshment Break: Sponsored by Epsilon

**11:40am - 12:20pm** **Sleep Number** How Sleep Number Drives Customer Advocacy Through an Engagement-Based Loyalty Program

**12:20pm - 12:55pm** **Hilton** Why and How to Future-Proof Your Loyalty Program

**1:00pm - 2:00pm** Continental Ballroom • Luncheon: Sponsored by Synchrony

**2:00pm - 3:30pm** International Ballroom South • Speed Dating with Sponsors (exhibits open)

### GENERAL SESSION - GRAND BALLROOM

**3:30pm - 4:10pm** **Wolverine Worldwide** How Data Can Create Impactful Customer Experiences

**4:10pm - 5:00pm** **David Garibaldi** Passion + Purpose

**5:00pm - 6:30pm** Grand Foyer & Normandie Lounge • Networking Reception: Sponsored by CrowdTwist

## DAY 3 FRIDAY, JUNE 8

**7:15am - 8:15am** Boulevard Room • Breakfast: Sponsored by Merkle

### GENERAL SESSION - GRAND BALLROOM

**8:15am - 9:05am** **Brian Beitler** The Power & Importance of Purposeful Marketing

**9:05am - 9:40am** **Luxottica** The Journey from Traditional 1-to-1 to Digital 1-to-1

**9:40am - 9:55am** Grand Foyer & Normandie Lounge • Refreshment Break: Sponsored by Epsilon

**9:55am - 10:35am** **Tillys** Beyond the "Cool Factor" - How Tillys Uses Mobile and AR to Enhance the In-Store Experience

**10:35am - 11:10am** **DSW** Data-driven Loyalty Marketing Builds a Shoe Habit

**11:10am - 11:40am** **Petco** and **Ulta Panel** Customer Experience is the New Driver for Loyalty

**11:40am - 12:00pm** Prize Giveaway

**12:00pm** Adjourn

**12:00pm - 1:30pm** Boulevard Room • Advisory Board Luncheon

International Ballroom South

**10:00am - 10:35am** **Shoe Carnival** If the audience fits, so will the shoe

**10:35am - 11:10am** **WE** and **Walgreens** Charity + Loyalty

**11:40am - 12:20pm** **Hudson's Bay** An Innovative Approach to Customer Loyalty via Exclusive Privileges and Personal Assistance

**12:20pm - 12:55pm** **Neiman Marcus** Essentials for CX Excellence: Engagement at 7 Lifecycle Points

## AGENDA AT A GLANCE

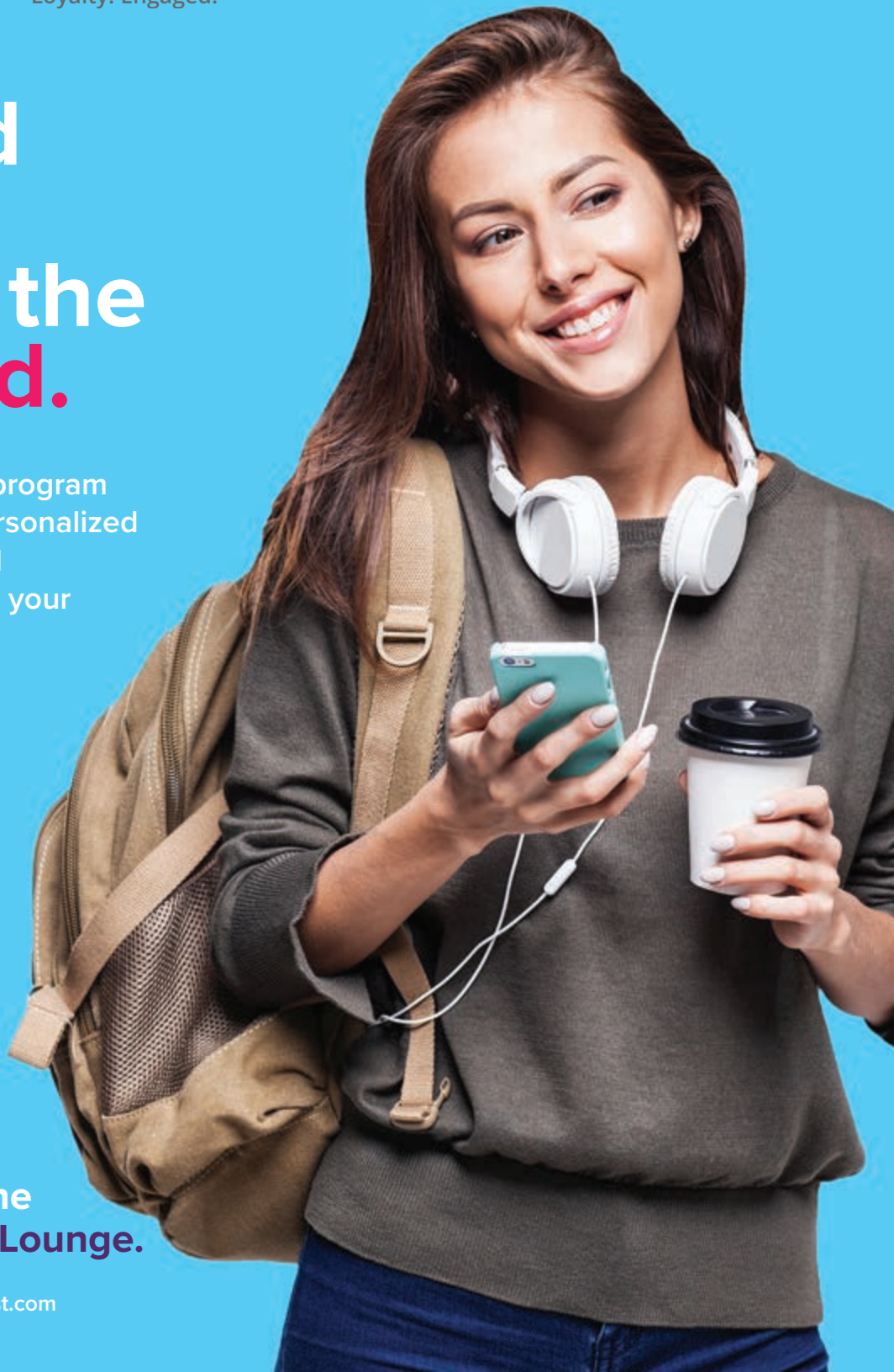


# CROWDTWIST™

Loyalty. Engaged.

## stand out from the crowd.

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experiences for your  
customers.



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To all of our friends, colleagues, new and returning attendees...

**WELCOME TO CHICAGO!** And to CRMC 2018, where you will take part in the 'Hive' and the #IntelligentCollaboration taking place during the event, to overcome the challenges our threatened industry faces today.

As we gather over the next three days to discuss strategies, successes, and failures, our shared goal is to maintain a competitive edge in an environment that is increasingly difficult for the existence of our species. With new technologies, online competition, and multichannel consumers converging on all of us in the retail ecosystem, we at CRMC are pleased you have decided to join us so that together we can survive and thrive.

Here at CRMC, you will join a collective effort to define what new consumer marketing strategies we as Retail Marketers need to explore in the coming year, and meet others who are looking to reap the #SweetRewards that can be realized by working together.

This year, we open with a Keynote from David Eagleman, the 'world's coolest neuroscientist,' New York Times bestselling author and host of PBS's The Brain to learn what motivates people to care about a brand, and how investing in far-reaching technologies can be the best approach in a garden of uncertainty.

Author, futurist, and innovation strategist Anders Sorman-Nilsson will open Day Two by showing us how to combine Artificial and Human Intelligence to design a Retail Renaissance and rejuvenate the Retail Journey to our combined advantage.

After a productive two days, we will be joined by our entertainer, world-renowned performance artist David Garibaldi. Watch his pop portraits explode on the stage to music, and don't forget to bid on a painting to take home.

Our Hive would not be complete without the combined skills of our Retail Presenters, who take the stage to share with us both their successful journeys, as well as those that have led them astray.

Starting off Day One, Wayfair will join us to share how they combine AI and human intuition to deliver measurable results. Next, Lowe's Companies will show how they incorporate Behavioral Science into their CX initiatives. Last up for the day, Southwest Airlines will explain how they leverage 'transparency' to create a simple experience for their passengers. Day One culminates in our Retailer Dinner, where all Retail Attendees are welcome to join us for great food and conversation.

On Day Two, ten curated and relevant case studies will fill this very informative day. Following opening remarks from CRMC Advisory Board Chair, Brent Cooke from PetSmart and Pini Yakuel of Diamond Sponsor Optimove, get ready to discover countless takeaways and learnings as we hear how Starbucks creates simple and fun digital experiences for their customers. Express will then take the stage to share the key internal changes they undertook, to create an evolution that redefined how their brand does business. Next up, Shoe Carnival explains how they leverage 'always on' insight to optimize their marketing efforts. Switch speeds for the next two sessions: ECommerce success story Glossier will explain how they interact and listen to their customers in real-time, at scale; and leading charity WE.org, along with Walgreens, will show the audience how weaving social consciousness into your brand can add meaning for your

customers. Flying back to the field of Brick and Mortar, we will hear an international perspective from Hudson's Bay Netherlands covering how they overhauled their approach to customer experience with a comprehensive and integrated loyalty program. Next, Sleep Number will show how their InnerCircle loyalty program creates customer advocates and drives acquisition. To bring a busy morning to completion, we will learn how Neiman Marcus utilizes seven critical points in the customer lifecycle to achieve CX Excellence. Hilton Worldwide will follow up by discussing the needs for brands to rethink the way they engage and interact with their customers. For our final case study of Day Two, Wolverine Worldwide will take the stage to explain how the company, with an established global footprint and ever-expanding portfolio, uses data in an efficient and holistic way to achieve impactful customer experiences across all channels.

Be sure to stay with us for Day Three, as some of the sweetest nectar is saved for last. We will begin the day with industry powerhouse and thought-leader Brian Beitler, who will explain why retailers must have an emotional connection with their customers, along with a strong brand position, to build enduring relationships. Luxottica will then take us along on their journey to achieving true Digital 1:1. Tillys will show how they use Mobile and AR to engage their young customers in-store. Next, DSW will share key initiatives including the recent launch of their DSW VIP program. To bring the CRMC season to an end, a panel including leading retailers Petco, Ulta, and Walgreens will share how data, CRM, and loyalty are key to uniting the online and offline worlds of retail.

You will be tended to by our esteemed and humorous host, Craig Wood of The Collaboratory. As Beekeeper, Craig will ensure the entire audience leaves the event with enough pollen to fertilize their CRM gardens for the upcoming year.

In between presentations, we encourage you to take part in the numerous networking events offered throughout the show. Breakfasts, Breaks, a Luncheon, and two Receptions promise lots of opportunities to connect with other worker bees. For our Retail Attendees, we also invite you to take part in our pre-event Mentor Luncheon and our Retailer Dinner, both occurring on Day One so that you can make the most of the rest of your time at the show.

Speed Dating at CRMC creates a dual opportunity. You will meet not only our Sponsors, but also some of your Retail Peers during this fast-paced and valuable session.

If your wings grow tired, land in one of our Sponsor Lounges or Kiosks and check out the Interest Topics listed on the screens for more focused conversations. Use your badge's Interest stickers to show what solutions you are seeking. Collect sponsor logo stickers from Sponsors to be entered into our Raffle.

Journey upstairs to The Hive to relax, charge your device or check email. Visit the Presenters Lounge to ask questions of our presenters, or our Collaboration Desk to seek help connecting with the right person.

And, on a final note, don't forget to raise your hand, ask questions, introduce yourself to fellow attendees, collaborate on our mobile app, and chat with the speakers. The elegant and intimate space offered here at the Hilton, combined with all of you that make up our Hive, create an environment where we can all work to the benefit of the future.



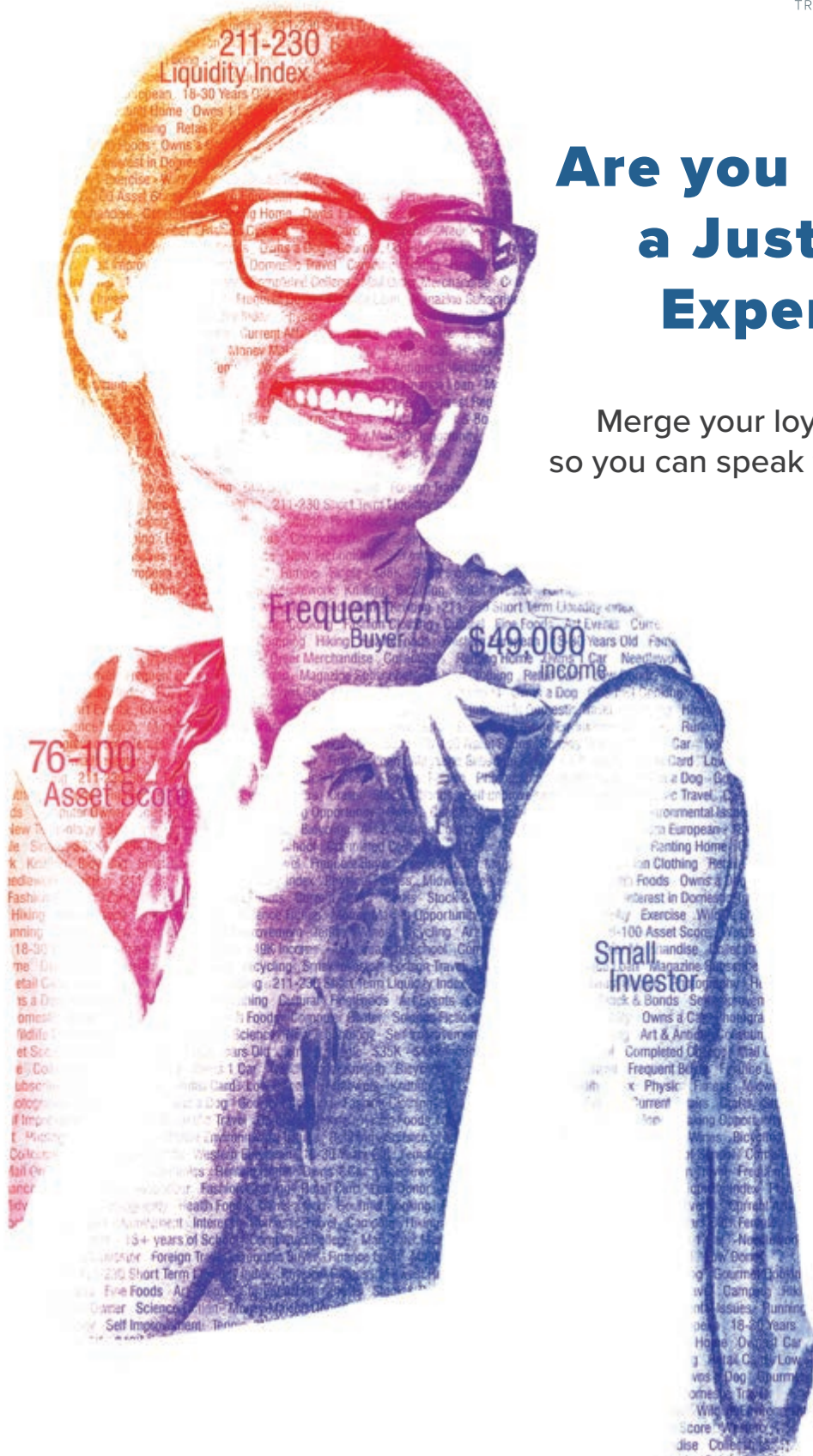
**Devon Wylie**  
CEO  
CRMC





# Are you Delivering a Just-for-Me Experience?

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211-230  
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Income

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What are you working forward to?

**BADGES** Please wear your badge at all times. Badges are required for access to conference events, and those not wearing badges will not be allowed access to event for security reasons. We encourage you to utilize the provided Interest Stickers to maximize your networking time.

**BREAKFAST** Breakfasts will be served Thursday from 7:00am-8:00am, and Friday from 7:15am-8:15am. Breakfasts are sponsored by Merkle.

**BREAKS** Breaks will be held at 3:00pm on Wednesday; 9:40am, and 11:10am on Thursday; and 9:40am on Friday. Coffee and Refreshment Breaks are sponsored by Epsilon.

**EXHIBITS** Diamond, Partner, and Platinum Sponsor Conversation Lounges are located in the Normandie Lounge; and Gold and Silver Sponsor Kiosks are located in the Grand Foyer. Lounges and Kiosks are there for you to visit during Breaks and Receptions, Speed Dating Session, or any other time during the event. A map of the exhibit area can be found on page 12.

**EVALUATIONS** Your feedback is vital to us as we develop next year's program. An electronic survey will be sent to you immediately following the event. For those of you who prefer to record your thoughts in real time, printed Evaluations are also available at the Registration and Information desks.

**INFORMATION AND COLLABORATION DESK** Please stop by if you have any questions or need assistance connecting to the right person.

**INTERNET** Complimentary in-room WiFi is provided to all CRMC attendees staying in the Hilton Hotel. Your in-room login will work throughout the lobby and lounge area of the hotel. For Wifi in the meeting area, please visit The Hive on the exhibit area mezzanine. The Network is Hilton Chicago Meeting and the Password is sweetrewards. The Hive is sponsored by Allant Group.

**LUNCHEON** Thursday's Luncheon will be held from 1:00pm-2:00pm. The Luncheon is sponsored by Synchrony.

**MENTOR LUNCHEON** Wednesday from 1:00pm-2:00pm. Hosted by members of the CRMC Retail Advisory Board, the Luncheon is open to our newly attending Retailers to become familiarized with the event.

**MOBILE APP** Our Mobile App is available for download on the App Store and Play Store. Search for CrowdCompass AttendeeHub app and install. Once downloaded, open the AttendeeHub app and enter CRMC 2018. Tap the event CRMC 2018 and enter the event password, sweetrewards2018. Please use the app to reach out to fellow attendees, ask questions during presentations, post comments, view the agenda, maps, sponsors, and more. Play our Mobile App Challenge POLLINATE and win a \$250 AMEX Gift Card.

**MOBILE PHONES** Please remember to keep your phones in silent mode during the presentations.



**PRESENTATION SLIDES** Conference presentations that are made available to us will be posted on the CRMC website following the event.

**PRESENTERS LOUNGE** Visit the Lounge to ask questions of our Presenters following their presentations, or at any other time during the event.

**Q&A** Don't forget to raise your hand, identify yourself, and ask questions to get involved. You may also tweet or use the CRMC 2018 Mobile app.

**RAFFLE** Visit 20 of the 35 sponsor exhibits to receive a sticker, and collect them on the back of your badge. Hand your badge to any CRMC Staff member to be entered to win a iWatch, GoPro and many other great prizes at the end of the event. You must be present to claim your prize.

**RECEPTIONS** The Welcome Reception will be held Wednesday from 5:05pm-6:35pm, and is sponsored by Yes Lifecycle Marketing. The Networking Reception will be held Thursday from 5:00pm-6:30pm, and is sponsored by CrowdTwist.

**RETAILER DINNER** The Fifth Annual Dinner, co-hosted by Adobe Experience Cloud, Alliance Data, Optimove, RedPoint Global and Speedeon Data, will be held from 7:00pm-10:00pm at Del Frisco's Steakhouse. All attending retailers are invited to network with retail peers and enjoy a delicious meal. If you are a Retailer and did not RSVP during registration but would like to attend, please let a CRMC Staff Member know. Transportation from the hotel will be available across from the CRMC Registration Desk from 6:45pm.

**RETAILERS GUIDING STUDENTS (RGS)** Stop by The Hive on Thursday to meet attending Chicago-area college students, or say hello during the show.

**SPEED DATING** Thursday from 2:00pm-3:30pm. Speed Dating is available for Retail attendees. This is a great opportunity to connect with CRMC Sponsors as well as fellow Retailers. If you have not completed or printed your Speed Dating Dance Card, please let a staff member know prior to the session so we may process one for you. Service Provider attendees are invited to visit Sponsor Exhibits during this session.

**STAFF** Staff members wear identifying badges and are here to help, so please feel free to call on them for questions or assistance.

**WORKSHOPS** Wednesday from 11:30am-1:00pm. Our pre-conference Workshops are conducted by Bond Brand Loyalty, Olson 1to1, Optimove and VeraCentra. A luncheon is provided for Workshop Participants.



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1

**Raise your hand**, introduce yourself, and ask a question of our speakers. They'll appreciate it!



2

Send a question via **Twitter** to @CRMCRetail.



3

**Use our app.**

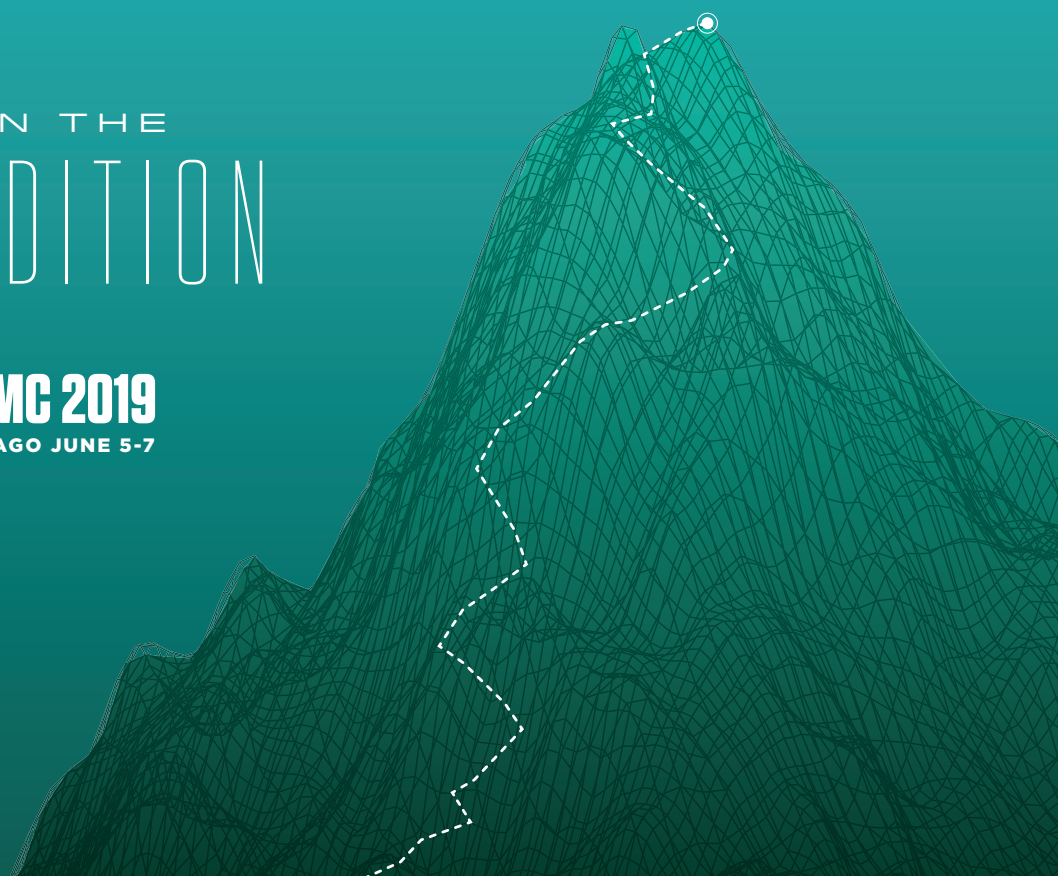


Download: [crowd.cc/s/1kdRi](https://crowd.cc/s/1kdRi) or scan QR code. Login, then tap the Schedule icon to find your session. Scroll down to Live Q&A section to submit a question. Play our Mobile App Challenge, POLLINATE!



JOIN THE  
EXPEDITION

**CRMC 2019**  
CHICAGO JUNE 5-7



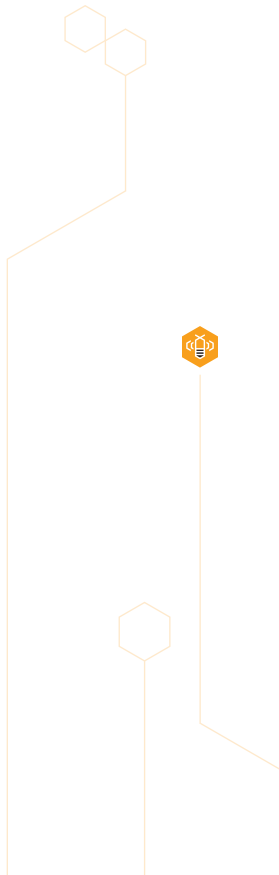


# CRMC 2018

CHICAGO • JUNE 6-8

# SPEED DATING

INTERNATIONAL BALLROOM SOUTH



aisle 1

STAGE



aisle 2



aisle 3



aisle 4

ENTRANCE

# FIRST FLOOR / LOBBY LEVEL

## DAY ONE WORKSHOPS:

- Bond Brand Loyalty**  
Continental Ballroom A
- Olson 1to1**  
Continental Ballroom B
- VeraCentra**  
Continental Ballroom C

## REGISTRATION

8<sup>th</sup> Street North

## LUNCHEON

Continental Ballroom

# SECOND FLOOR

## DAY ONE WORKSHOP:

- Optimove**  
*Diamond Sponsor*  
Boulevard AB

## BREAKFASTS

Boulevard Room

## GENERAL SESSION

Grand Ballroom

## CONCURRENT SESSION

International Ballroom South

## ADVISORY BOARD

### LUNCHEON

Boulevard Room

## WORKSHOP LUNCHEON

International Ballroom South

## SPEED DATING

International Ballroom South

## DIAMOND, PARTNER & PLATINUM SPONSOR CONVERSATION LOUNGES

Normandie Lounge

## GOLD AND SILVER SPONSOR KIOSKS

Grand Foyer

## THE HIVE

Boulevard Foyer



# THIRD FLOOR

## MENTOR LUNCHEON

Waldorf Ballroom

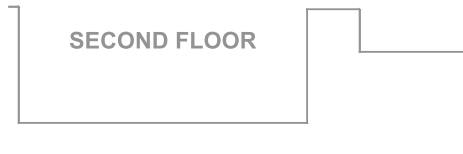
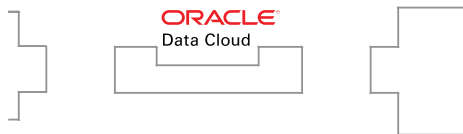


**GRAND FOYER**

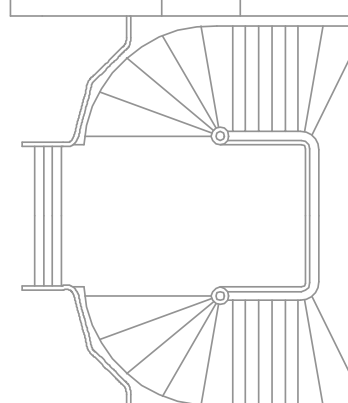
**GOLD & SILVER SPONSOR KIOSKS**

**GENER**

**GRA**



**INFORMATION AND COLLABORATION DESK**



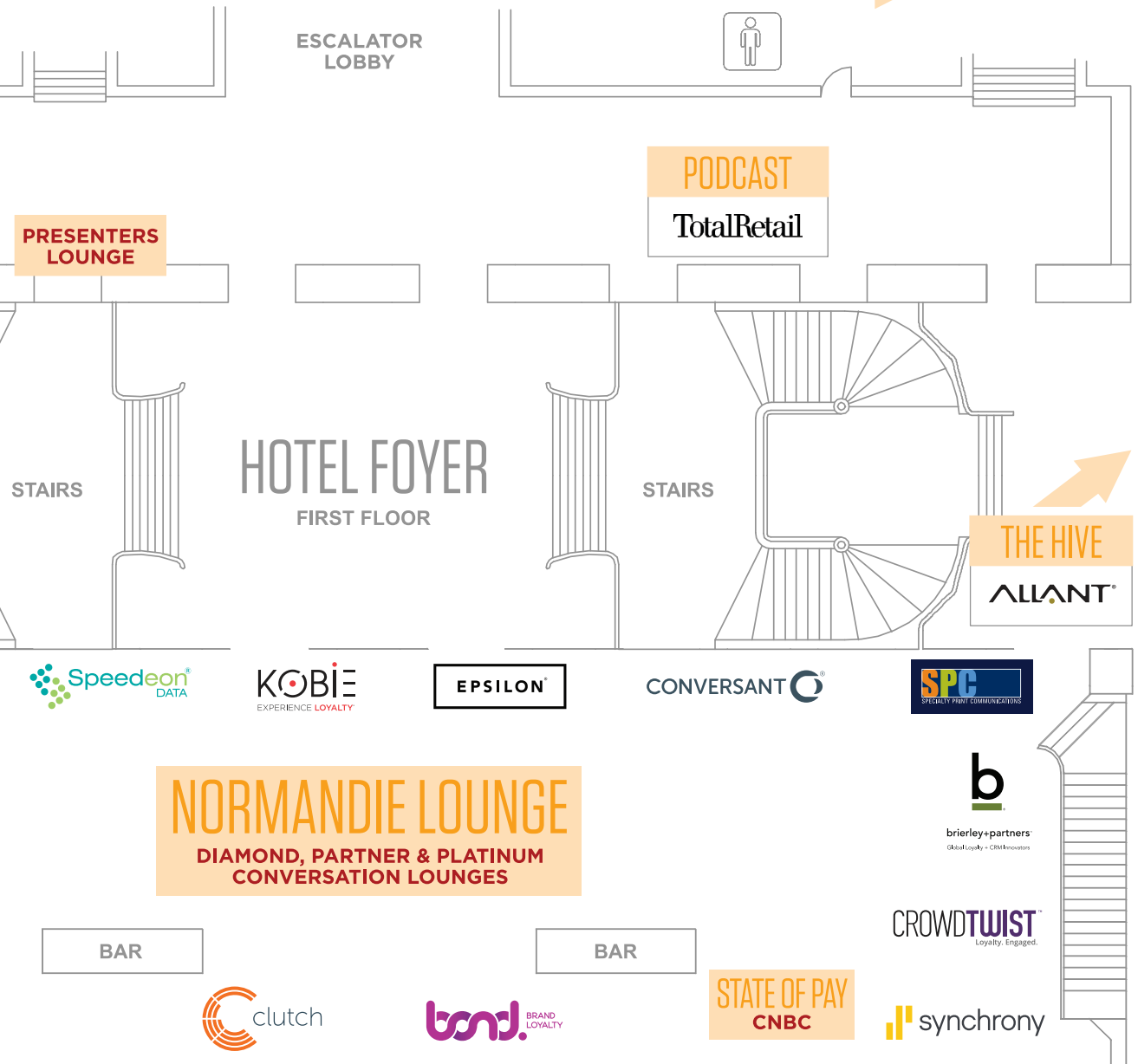
**MERKLE**

**yes**  
LIFECYCLE MARKETING



**GENERAL SESSION**  
AND BALLROOM

**BOULEVARD ROOMS**  
OPTIMOVE WORKSHOP, BREAKFASTS  
& THE HIVE



It's easy to find complicated mar tech solutions with promises attached.  
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CROSS-DEVICE



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IN-STORE



EMAIL



LOYALTY



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and greater efficiency for your  
brand, across every channel.

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**Join Our Panel Discussion:**

**Customer Experience  
Is the New Driver  
for Loyalty**

Friday, June 8  
11:10 –11:45am  
Grand Ballroom

Learn how top retail brands used smart  
data and tech to strengthen their  
customer communications, driving  
more revenue with less waste.

EPSILON®

CONVERSANT®

*The game  
is changing.  
It's your  
move.*

---

**THE RETAIL CUSTOMER JOURNEY IS EVOLVING  
AND THE EXPERIENCE MATTERS THE MOST.**

Change your game, challenge new players, and pivot to your next move. We'll help you navigate a loyalty landscape in flux, creating small moments that deliver big experiences for your customers.

Visit our lounge to reimagine your customer engagement strategy, and download The Loyalty Report 2018 to uncover your next move.

Visit [bondbrandloyalty.com/loyaltyreport](https://bondbrandloyalty.com/loyaltyreport).



DAY 1

WEDNESDAY, JUNE 6

REGISTRATION

8TH STREET NORTH

10:00am - 5:00pm



WORKSHOPS

BOULEVARD ROOM AND CONTINENTAL BALLROOM

11:30am - 1:00pm

See page 36 for descriptions. A luncheon will be served following the Workshops at 1:00pm in International Ballroom South

MENTOR LUNCHEON

WALDORF BALLROOM

1:00 - 2:00pm

For our newly attending Retailers. Luncheon attendees will be assigned a Mentor from our esteemed Retail Advisory Board. The Luncheon will serve as an introduction to the CRMC event, and help you make the most of your time at the show.

WORKSHOP LUNCHEON

INTERNATIONAL BALLROOM SOUTH

1:00 - 2:00pm

Lunch is available for all of our Workshop Participants. An identifying sticker (provided by Workshop Hosts) is required to access the Luncheon.

GENERAL SESSION

GRAND BALLROOM

2:00pm - 2:10pm

Welcome to CRMC 2018 **Craig Wood** CRMC Host and Founder/CEO - The Collaboratory

2:10pm - 3:00pm



Neuroscientist at Stanford, host of PBS series *The Brain*, and New York Times bestselling author

DAVID EAGLEMAN

WHAT MATTERS TO THE MIND OF THE RETAIL CONSUMER

What motivates people to care about a brand? Why do people show loyalty to certain retailers? What is the role of emotion in decision-making? Neuroscientist David Eagleman marshals new data to show that people use the same brain circuitry to relate to brands as they do to one another. This suggests strong motivation for companies to work on reputation, loyalty and trust: subconscious issues which powerfully navigate customer decisions, but are missed by traditional methods of market research. Traditional research fails for two reasons: first, it probes the conscious mind of the customer, which is not, in the end, what drives actual purchasing decisions, and secondly, it is geared to measure the immediate influence of branding changes, while investments in social reputation pay off on a slower time scale. In this talk, David translates cutting-edge neuroscience into everyday examples to illuminate customer motivations, emotions, and decision-making from new angles. Finally, he'll address creativity in marketing. What does it take to become a truly creative company? David helps leaders decide which ideas to pursue, which to abandon, and why investing in even the most far-reaching possibilities might be the most practical thing you can do for your company.



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We're driven by a singular goal:

To make the relationship between our clients  
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As Forrester® said in The Forrester Wave™:  
*Customer Loyalty Solutions, Q1 2016:*

*"It's clear that Brierley+Partners is operating on all cylinders  
and showing no signs of slowing down anytime soon."*

Read the Forrester Report, and Learn How We Get More  
Out of Every Customer Relationship at [Brierley.com](http://Brierley.com)

DALLAS . LOS ANGELES . LONDON . TOKYO

REFRESHMENT BREAK

GRAND FOYER & NORMANDIE LOUNGE

3:00pm - 3:20pm

Sponsored by 

GENERAL SESSION

GRAND BALLROOM

3:20pm - 3:25pm

Session Introduction **Jim Sturm** President - Yes Lifecycle Marketing

3:20pm - 3:55pm

**WAYFAIR** AI AND HUMANS - HARNESS THE POWER OF TWO TO UNDERSTAND AND REACH YOUR CUSTOMER BETTER

As retailers and marketers, we care about sending the right message at the right time to our customers, while getting the optimum ROI on our marketing dollars. How do we use the power of AI combined with the rich domain knowledge of humans in marketing to achieve this? I will walk the attendees through my experiences both from a "vendor" and "client" side to articulate the challenges in this rich field. I will be digging into specific case studies where we have harnessed cutting edge technologies, like reinforcement learning, along with human intuition to deliver measurable results in marketing campaigns and consumer experience on ecommerce.



**SUNANDA PARTHASARATHY, PH.D**

Associate Director Data Science, Algorithms, Machine Learning  
Wayfair

3:55pm - 4:30pm

**LOWE'S COMPANIES** WHAT DOES IT ALL MEAN? HOW TO DESIGN THE BRAND EXPERIENCE FOR YOUR CUSTOMER

Why does customer experience matter, and how do we, as Retail Marketers, design it? Hear from Ruth as she shares with the audience the advantages of incorporating Behavioral Science into CX initiatives, and how "Emotional Economics" is a key tenant for the future of the Retail industry. Ruth will help guide attendees through the many facets of CX, why it matters, and what it really means. Using Lowe's Companies as an example, she will show how other retailers can bring together the many methods currently surrounding CX and combine them to their company's advantage.



**RUTH CROWLEY**

Vice President Customer Experience Design  
Lowe's Companies

4:30pm - 5:05pm

**SOUTHWEST AIRLINES** DRIVING CUSTOMER LOYALTY

In an increasingly complex world, airline passengers crave a simplified travel experience. Hear how loyalty pioneer Southwest Airlines has leveraged "transparency" to create a simple and hassle-free experience. Jonathan will show the audience why and how Rapid Rewards<sup>®</sup> continues to be a leader in the industry through best-in-class initiatives and how that resonates with their members.



**JONATHAN CLARKSON**

Senior Director Loyalty and Partnerships  
Southwest Airlines

WELCOME RECEPTION

GRAND FOYER & NORMANDIE LOUNGE

5:05pm - 6:35pm

Sponsored by 

7:00pm - 10:00pm

**Retailer Dinner**

hosted by 

 AllianceData

 optimove

 REDPOINT GLOBAL

 Speedeorn DATA

To be held at Del Frisco's Double Eagle Steakhouse, occupying three floors of the historic Esquire Theatre in the heart of the Gold coast district. For all Attending Retailers. The evening promises to provide an opportunity to network with fellow retailers and enjoy Chicago style cuisine and conversation. Transportation is provided from the CRMC Registration Desk beginning at 6:45pm. If you are a Retailer and did not RSVP when registering, please let a CRMC staff member know you would like to attend.





# BUILT FOR WHAT'S YET TO COME

Next Generation Loyalty + CRM

The future is coming fast, are you ready for it? The Clutch Platform was built to thrive in an increasingly complex ecosystem, powering loyalty, CRM and multichannel marketing strategies to keep you ahead of the curve—and the competition.

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DAY 2

THURSDAY, JUNE 7

BREAKFAST

BOULEVARD ROOM

7:00am - 8:00am

Sponsored by **MERKLE**



GENERAL SESSION

GRAND BALLROOM

8:00am - 8:15am

The Sweet Rewards of Intelligent Collaboration

**Brent Cooke** Vice President of Loyalty, CRM, and Marketing Insights - PetSmart  
**Pini Yakuel** CEO - Optimove

8:15am - 9:05am



Author, Futurist, &  
Innovation Strategist  
Founder - Thinqe

## ANDERS SORMAN-NILSSON SEAMLESS: COMBINING ARTIFICIAL INTELLIGENCE & HUMAN INTELLIGENCE TO RE-DESIGN RETAIL CX FOR THE FUTURE

How do we design a Retail Renaissance, and rejuvenate the retail customer journey in an era of digital retail therapy? How do we move from digital disruption to digital transformation, and how can legacy bricks and mortar retailers curate a seamless blend of digital and analogue touch points that connect with digital minds and the analogue hearts of tomorrow's consumers? Does tradition have a role in a world dominated by artificial, exponential technologies? How does human signal get amplified amongst the digital noise, and what lies beyond the near horizon disruption, on the other side of disruptive complexity. Global futurist and humanist Anders Sorman-Nilsson will decode future trends, enable you to decipher signal from noise, and help you re-shape the retail customer journey of tomorrow.

9:05am - 9:40am

## STARBUCKS CUSTOMERS GET LOYAL WHEN YOU GET PERSONAL - HOW STARBUCKS CONTINUES TO GROW THROUGH ITS DIGITAL EXPERIENCES

Starbucks has created digital experiences that make it simple for customers to get what they want, while also making it fun. Keeping this core truth at the center of their strategy, Starbucks launched its personalization efforts three years ago. It has now become a growth engine for the company, making each digital relationship that much more valuable. Shawn will examine the three year journey, with deep dives into gamification, rewards, and extending behaviors through app and email channels. Join this session to take a look at some of the disciplines that Starbucks has adopted to evolve its culture to be more design-centered. Finally, Shawn will dive into future initiatives that will drive the next wave of growth.



**SHAWN SWEENEY**  
Vice President of Digital  
Experiences  
Starbucks

REFRESHMENT BREAK

GRAND FOYER & NORMANDIE LOUNGE

9:40am - 10:00am

Sponsored by **EPSILON**

TOTAL RETAIL PODCAST

NORMANDIE LOUNGE

10:00am - 3:30pm

Total Retail Talks is for Retail Executives who crave the knowledge and insights needed to stay successful in today's fast-paced industry.

# GOING FROM CONNECTED TO ENGAGED: THE EVOLUTION OF LOYALTY

BY ADELINE HEYMANN & VINCENT RESCIGNO

According to Google Think's "The Power of Gen C: Connecting with Your Best Customers" the connected customer, or Generation Connected, is a new lens to look through while keeping up with loyalty evolutions. While most generational segments are defined by an age bracket, Gen C is not. They span across eras, based on psychographics around creation, curation, connection and community.

We're seeing loyalty programs go beyond transaction-based to engagement-based rewards. As a result, a rising interest in earning points for non-transactional behaviors – such as liking a social media post or writing a review – is becoming more apparent. The positive feelings associated with these interactions increase customer lifetime value and likelihood that they'll spend more. By incentivizing engagement, brands not only show that they are listening, but also create opportunities for members to feel special.

## Building an emotional connection:

Loyalty programs that offer a sense of belonging create trust for the company's products and services. User-generated content encourages this behavior. Verizon Small Biz Rewards started a movement in the industry when they launched their Ugly Sweater Sweepstakes. A fun break from the business-to-business industry's stereotypical blandness, this campaign asked business owners to upload photos in their ugliest holiday sweaters for a chance to win the grand prize of \$15,000 on a reloadable Verizon Small Biz Rewards

Prepaid Mastercard®. While many loyalty programs ask members to use points to enter sweeps, Verizon Small Biz Rewards awarded points just for participating. This campaign was timely, relevant, and created genuine interactive engagement.

Speaking of trends, surprise-and-delight offers are a great way to reward your current and potential customers. That's why we hid this paragraph here. Now, go to **Kobie.com/surprise** and enter the secret word MYSURPRISE for a chance to win an Apple Watch.\*

## Engaging through a community:

Google Think reports that 90% of connected customers create online content at least once a month because they feel it's meaningful and necessary. We see big opportunity in fostering brand-to-consumer and cross-consumer communication through an engaged community. For example, Sephora encourages their Beauty Insider members to upload their favorite looks. While anyone can see and 'heart' posts, only members can create content – making them feel that the community is exclusive. There's also a dedicated question-and-answer type forum for inter-member dialogue.

Similarly, My Starbucks Ideas reinforces community and engagement by letting members upload feedback and suggestions. As a result, this co-creation community helped Starbucks add Wi-Fi, private lounges and bring Endless Cups to their locations – making members feel as if their voice truly matters, which leads to greater loyalty.

## Bottom Line: Engagement-based earning is the new loyalty marketing.

Engagement-based rewards and a sense of co-created community will make your most loyal customers feel good and come back. To request a complimentary consultation or for more thought leadership like this, visit **Kobie.com**.

*Loyalty programs that offer a sense of belonging create trust for the company's products and services.*

## INTERESTED IN LEARNING MORE?

Visit us in the Normandie Lounge or email [info@kobie.com](mailto:info@kobie.com)

\*For full sweepstakes rules, visit [www.Kobie.com/surprise](http://www.Kobie.com/surprise).

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**KOBIE**  
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CONCURRENT SESSION

GRAND BALLROOM

10:00am - 10:35am

**EXPRESS** HOW TO EVOLVE YOUR BRAND AND ACCELERATE YOUR LOYALTY PROGRAM

Sometimes, it takes an evolution—not a revolution—to reinvent how your brand does business. Take inventory of what's worked, and what hasn't, then make smaller, strategic moves that can bring big changes. That's what fashion retailer Express did to turn around six quarters of negative existing customer return rates. By leveraging data-driven insights about their best customers—including crucial demographics like millennials and gen Z—and sharp analysis of their own data, they were better able to understand what drives both frequency and loyalty. Express focused on who these customers were and how to inspire both metrics to drive total results. Kate, Tony, and Shannon will share how Express made key changes that helped the brand drive sales and accelerate their loyalty and credit program. Join them to learn how key insights and small changes can drive big results.



**KATE O'SHAUGHNESSY JUNG**

Director, Loyalty, Mobile & Strategic Partnerships  
Express



**TONY ZUBEK**

Manager, Credit, Loyalty & Mobile  
Express



**SHANNON ANDRICK**

Vice President, Marketing Advancement  
Alliance Data

10:35am - 11:10am

**GLOSSIER** HOW MAN AND MACHINE CAN WORK TOGETHER TO DELIVER ON THE PRIMORDIAL PROMISE OF CRM

Glossier is a brand obsessed with putting the R in CRM. Glossier's commitment to building true relationships with their customers stems all the way from the very genesis of the brand, that began more than anything else, by word of mouth, engaging content, and truly listening to their customers and reacting in real time. But how do you do so at scale? Glossier wants to make sure that they are able to listen and interact with their customers at scale. Identifying key behaviors and indicators in mountains of customer data requires brands to use best in class AI and analytics capabilities. The aim is to deal head on with the question of whether marketing can ever be completely automated and totally autonomous. Could a brand essentially configure a set of possible campaigns and let a machine determine the best engagement for every customer? This session will discuss why a machine can and should take care of the data science, but the marketer should be doing what humans will always do better, and that is focusing on the art of marketing.



**JESSICA WHITE**

Executive Director of Customer  
Glossier



**PINI YAKUEL**

CEO  
Optimize

REFRESHMENT BREAK

GRAND FOYER & NORMANDIE LOUNGE

11:10am - 11:40am

Sponsored by **EPSILON**

11:40am - 11:45am

Session Introduction **Emily Rudin** CrowdTwist

11:45am - 12:20pm

**SLEEP NUMBER** HOW SLEEP NUMBER DRIVES CUSTOMER ADVOCACY THROUGH ENGAGEMENT-BASED LOYALTY

Sleep Number sought to find new ways to deepen relationships with its strong base of loyal advocates and super-charge customer referrals. They launched the InnerCircle online loyalty program to reward customers for social and digital engagement and for making referrals - a significant driver of customer acquisition. In this session, Lisa and Emily will share how Sleep Number developed an omnichannel loyalty program that builds relationships with members across all customer touchpoints, drives data acquisition, and personalizes customer experiences.



**LISA ERICKSON**

Senior Director, CRM & Loyalty  
Sleep Number



**EMILY RUDIN**

Chief Customer Officer  
CrowdTwist



THE FUTURE

RELEVANT DATA

OF RETAIL

TARGETED MESSAGING

MARKETING

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Moon image courtesy NASA/JPL-Caltech



12:20pm - 12:55pm

## HILTON WORLDWIDE WHY AND HOW TO FUTURE-PROOF YOUR LOYALTY PROGRAM

Jonathon and Danelle will discuss the need for brands – hotel, travel, retail or specialty – to rethink the way they engage and interact with their consumers in the fast-evolving loyalty landscape. They will touch on Hilton’s program evolution, where it was, where it’s going, and why it is crucial for the future of Hilton’s business, the Hilton Honors member experience, and how loyalty is changing in hospitality and at large. Jonathon and Danelle will also discuss the operational, cultural and technological alignment needed to achieve the vision of organizational transformation, both internally and externally, along with common pitfalls to avoid.



**JONATHON WARDMAN**

Vice President CRM & Customer Platforms  
Hilton Worldwide



**DANELLE WILLIAMS**

Senior Director, Global Loyalty Platform  
Hilton Worldwide

CONCURRENT SESSION

INTERNATIONAL BALLROOM SOUTH

10:00am - 10:35am

## SHOE CARNIVAL IF THE AUDIENCE FITS, SO WILL THE SHOE

Once upon a time it was widely believed that the more ad reach you had, the more likely your message was to reach the maximum number of potential customers. But reality tells a different story. If you can offer a personalized experience that connects the right people, with the right message, through their preferred digital channels and devices, your brand, and your customers, will achieve its happily ever after. Shoe Carnival, Inc., one of the nation’s largest family foot retailers in the U.S., is on a never-ending quest to deliver this personalized shopping experience to customers and drive better outcomes from online targeted audiences. Tune into this session to hear how Shoe Carnival, leverages customer solutions and “always-on” insight to optimize their marketing and advertising efforts, tap into their most relevant buyers and drive better results.



**KENT ZIMMERMAN**

Vice President, Digital Shoe Carnival



**TRICIA KING**

Senior Director, Retail Partnerships  
Oracle Data Cloud

10:35am - 11:10am

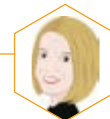
## WE AND WALGREENS CHARITY + LOYALTY

This is a story of philanthropy in flux, alongside the changing loyalty game. It’s the modernization of giving back, gaining loyalty, and weaving a social consciousness into your brand to establish trust, lend credence and credibility with your brand among your customers. Conscience is a new currency of Loyalty - a currency for good. WE.org is a leading global charity that empowers young people to be active locally and globally—as citizens who are also consumers. These things are not mutually exclusive. To date, WE Day participants have raised \$45 million, and that energy is growing with the participation of brands. In partnership with brands such as Walgreens, Pacsun and Unilever, WE.org’s ‘Track Your Impact’ program allows consumers who purchase a product bearing the promise to help build a well in Kenya, send a child to school in Ecuador, or provide leadership training to empower a student here at home in the US. And, this program is evolving. It’s innovative, transparent, and increasingly loyalty-like; arming consumers with choice, meaning, a sense of social responsibility, and impact—each a new currency of Loyalty. Using insights from The Loyalty Report 2018 and findings from the case study as it unfolds, Marc, Linn, and Sean will share insights and observations on how retailers are making a real impact at the shelf, while making real impact locally and in communities around the world. Attendees will learn about developing a social corporate responsibility strategy that drives meaningful engagement, along with meaningful retail results, how to structure and operate a modern social giving engagement program, advances in tracking mechanisms and loyalty technology. And how to weave impact into consumer brands through loyalty mechanics. We look forward to seeing you there!



**MARC KIELBURGER**

Co-Founder  
WE.org



**LINN JORDAN**

Director of Marketing  
Walgreens



**SEAN CLAESSEN**

EVP Solutions and Innovation  
Bond Brand Loyalty



# Are your marketing programs “checking” all the right boxes?



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Right **Moments**



Right **Message**



Right **Channels**

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REFRESHMENT BREAK

GRAND FOYER & NORMANDIE LOUNGE

11:10am - 11:40pm

Sponsored by 

11:45pm - 12:20pm

**HUDSON'S BAY COMPANY** AN INNOVATIVE APPROACH TO CUSTOMER LOYALTY VIA EXCLUSIVE PRIVILEGES AND PERSONAL ASSISTANCE

With an innovative plan for its first retail presence in the Netherlands, learn how the retail giant and oldest company in North America completely overhauled its approach to customer experience. Featuring, a comprehensive loyalty program fully integrated with the likes of beacons, location-based services, a customer-facing mobile app and a unique retailer-facing in-store app, discover just how Hudson's Bay Company leverages the latest technology to create the ultimate destinations for its customers in a challenging market.



**GEERT CROOLJMANS**

Head of CRM  
Hudson's Bay Netherlands

12:20pm - 12:55pm

**NEIMAN MARCUS** ESSENTIALS FOR CX EXCELLENCE: ENGAGEMENT AT 7 LIFECYCLE POINTS

Learn how Neiman-Marcus is achieving excellence in CX by leveraging the power of technology and personalization throughout the customer relationship via Memory Makeover, personalized videos and communications. Attend this session to learn the 7 critical points in the customer lifecycle, and how Neiman Marcus applied them. You will also hear research-based VoC insights regarding expectations for improved CX and personalization. See when personalized experiences driven by explicit preferences are expected, and how your data strategies can evolve from implicit information to explicit preference-driven data.



**SCOTT EMMONS**

Head of Innovation Lab  
Neiman Marcus



**ERNAN ROMAN**

Author & President  
ERDM Corp.

LUNCHEON

CONTINENTAL BALLROOM

1:00pm - 2:00pm

Sponsored by 



## SPEED DATING

## INTERNATIONAL BALLROOM SOUTH

2:00pm - 3:30pm

Join this popular session to meet Sponsors as well as fellow Retailers. Choose up to eight companies and be sure to bring your Dance Card. If you are a Retailer and did not yet sign up for this session, stop by the Information and Collaboration desk so that we may assist you. Be sure to join us to make the most out of collaboration and learning at the event.

## GENERAL SESSION

## GRAND BALLROOM

3:30pm - 3:35am

Session Introduction **Zack Woith** Vice President, Loyalty Strategy - Merkle

3:35pm - 4:10pm

## WOLVERINE WORLDWIDE HOW DATA CAN CREATE IMPACTFUL CUSTOMER EXPERIENCES

Wolverine Worldwide is a company that has the world at their feet, both literally and figuratively. As a global marketer of branded footwear, as well as apparel and accessories, this apt saying not only speaks to their focus, but also to the bright future before them. With an established global footprint that spans approximately 200 countries and territories, as well as a rock-solid infrastructure, Wolverine Worldwide is dedicated to advancing the (currently) 10 brands that comprise their ever-expanding portfolio. To better understand, acquire, and retain customers WWW is driven to use data in the most efficient, holistic way by leveraging insights across every decision and marketing touchpoint, enabling teams to optimize campaigns around lifetime value. Learn from Danielle and Rachel how WWW is using insights and actionable data to encourage her partners to think outside the box allowing them to test and implement powerful personalized campaigns that create impactful customer experiences across channels.



**DANIELLE LEVEILLE**

Director of CRM  
Wolverine Worldwide



**RACHEL WALDSTEIN**

Senior Manager, CRM Strategy  
Wolverine Worldwide

4:10Pm - 5:00pm



Artist, Performer,  
Philanthropist

## DAVID GARIBALDI PASSION + PURPOSE

Welcome to the world of Garibaldi. Join us to watch David transform an empty canvas into a work of art before your eyes. His pop portraits will explode on stage set to music and will be auctioned for charity at the event.



## NETWORKING RECEPTION

## GRAND FOYER & NORMANDIE LOUNGE

5:00pm - 6:30pm Sponsored by **CROWDTWIST**  
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# Data and the Next Generation of Customer Experience

Even with complex and unique digital journeys, customers expect brands to really know them and give them seamless experiences at every step. Data is the key to creating meaningful interactions at scale between consumers and the brands they love. As the data foundation for the world's best marketers, we are dedicated to helping marketers reach audiences with relevant messages driven by insight and connectivity to deliver personalized experiences that foster loyalty, drive revenue, and set your brand above your competition.

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## KNOW HER

## ENGAGE HER

## INSPIRE HER

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AIMIA  
INSPIRING LOYALTY

DAY 3

FRIDAY, JUNE 8

BREAKFAST

BOULEVARD ROOM

7:15am-8:15am

Sponsored by **MERKLE**

GENERAL SESSION

GRAND BALLROOM - SECOND FLOOR

8:15am - 8:20am

Session Introduction **Mary Staples** Vice President, Retail & Travel Data Solutions - Epsilon

8:20am - 9:05am



Chairman of the Executive Board, GRMA C-Suite Forum / Chief Marketing Officer / eCommerce Leader

## BRIAN BEITLER THE POWER & IMPORTANCE OF PURPOSEFUL MARKETING

In this media fragmented, over-assorted, and attention starved world, it has never been more important for brands and marketers to find ways to more deeply connect with their customers and prospective customers. World-class CRM & personalization is helpful, but they will never be enough on their own to create strong, lasting brand desire. You must have a deep emotional understanding of your customers' needs and align that understanding with a strong brand position to build enduring relationships. Brian will share his specific approach for identifying purposeful connections between customers & brands. The same method he has used over 20 year and across several leading brands, including Hot Wheels, Toys R Us, Bath & Body Works, Kohls, David's Bridal, and Lane Bryant.

9:05am - 9:40am

## LUXOTTICA THE JOURNEY FROM TRADITIONAL 1-TO-1 TO DIGITAL 1-TO-1

After internalizing their customer database, analytics practice, and creating the 360-view of the customer, two years ago Luxottica began the journey toward digital 1-to1. Join this session to share the journey so far, including internalization of the DMP, integration with media, and placing customer at the center of process marketing planning. You will also hear the challenges encountered from organizational setup, to change management, and cross training; as well as where we are headed in the future to deepen our targeting methods, activating at-scale third party data, and lastly plans for global expansion.



**TIZIANO CEMBALI**

Vice President Targeting and Media  
Luxottica Group

REFRESHMENT BREAK

GRAND FOYER & NORMANDIE LOUNGE

9:40am - 9:55am

Sponsored by **EPSILON**

# Know what your customers want before *they* do

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Maybe there's a reason over half of all loyalty memberships are inactive.

**THAT'S WHERE  
PREMIUM LOYALTY  
PROGRAMS CAN HELP.**

GENERAL SESSION

GRAND BALLROOM - SECOND FLOOR

9:55am - 10:00am Session Introduction **Whit Goodrich** SVP & Chief Marketing Officer, Retail Cards - Synchrony

10:00am - 10:35am

**TILLYS** BEYOND THE “COOL FACTOR” - HOW TILLYS USES MOBILE AND AR TO ENHANCE THE IN-STORE EXPERIENCE

Last summer, Tillys relaunched its mobile app with an in-store scavenger hunt hosted by YouTube influencer Shonduras. Utilizing augmented reality (AR), social media, gamification and influencer marketing, the campaign boosted in-store traffic and brand engagement - particularly amongst young customers. Learn how Tillys uses smartphone technology to motivate offline behavior and draw customers into its stores, bridging the digital and physical shopping experience.



**JON KUBO**

Chief Digital Officer  
Tillys



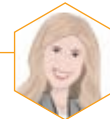
**MAYA MIKHAILOV**

CMO and Co-Founder  
GPSopper

10:35am - 11:10am

**DSW** DATA-DRIVEN LOYALTY MARKETING BUILDS A SHOE HABIT

In 2017 DSW announced a new brand mission: We inspire self-expression. Building on the new mission, the brand is in the midst of a customer-driven transformation that is having impact across the company. In this session, Julie will share the insights and strategy behind key initiatives including the recent relaunch of DSW VIP loyalty program, advanced personalization, and new services and in-store experiences that deepen the customer relationship and give the customer reasons to come to DSW that go beyond shopping. Julie will also discuss DSW's work with Google Cloud on an agile approach to building a customer data lake that will serve as the foundation for advanced analytics and core personalization. She'll share how this work is changing both the customer experience and the day-to-day work of the marketers on her team.



**JULIE ROY**

Vice President,  
CRM, Digital,  
& Marketing Analytics  
DSW



**CLAY WALTON HOUSE**

Head of Consumer  
Strategy Services  
Lenati

11:10am - 11:40am

**PANEL** CUSTOMER EXPERIENCE IS THE NEW DRIVER FOR LOYALTY

Join marketing, analytics and loyalty leaders from top traditional, beauty and pharmacy-led retailers as they discuss how data, CRM, and loyalty are the key to uniting online and offline shopping experiences that build customer loyalty. This discussion will be led by global marketing leaders and will explore how fusing data, ad technology and content together helps leading retailers gain a full view of the customer and deliver a fully integrated, personalized multichannel brand experience to create lifetime customer connections and drive business growth.



**KELLI BERKOWITZ**

Director,  
People Based Marketing  
Petco



**DEBRA COOMER**

Senior Director,  
Marketing Analytics  
and Customer Insights  
Ulta



**BEN EASON**

SVP Client Development  
Conversant



**MARY STAPLES**

Vice President Retail  
Epsilon

11:40am - 12:00pm Prize Giveaway

12:00pm Adjourn

12:00pm - 1:30pm Advisory Board Luncheon: Boulevard Room



# COMARCH LOYALTY MANAGEMENT

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Vice President, CRM & Loyalty  
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### Paulo Claussen

Senior Director of Loyalty  
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### Joy Garcia

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### Wade Lee Jones

Vice President, Marketing and Merchandising  
CafePress

### Danielle Leveille

Director of CRM  
Wolverine Worldwide

### Carol McIntyre

Vice President, CRM & Loyalty  
L'Oreal

### Jenn McMillen

Chief Accelerant & CEO  
Incendio

### Eric Messerschmidt

SVP Marketing Strategy, Loyalty and CRM  
Ulta Beauty

### Toni Miller

Senior Executive Vice President - Chief Administrative Officer  
and Chief Financial Officer  
Boscov's

### Rachel Minerva

Vice President, Soma  
Chico's FAS, Inc.

### Paul Murray

Director of Digital Experience  
Dunkin' Brands

### Amy Nelson

Senior Director of Customer Marketing  
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Consultant

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### Robin Ross

Senior Director, Corporate Marketing  
Costco Wholesale

### Dave Sims

Vice President Retention and Loyalty  
Nordstrom

### Yoshi Tanaka

Director  
American Airlines

### Emily Teele

Senior Director, Global Loyalty  
Nike

### Erica Thompson

Vice President Marketing  
Guitar Center

### Tom Tracy

Former SVP Marketing  
Monro Muffler Brake

## 1 OPTIMOVE SEASONING YOUR CRM MARKETING WITH DIY DATA HACKS

How reliant are you on your data scientist to send out a personalized CRM campaign? How long does it take from ideating a campaign until it's executed? Many times marketing teams are over-reliant on different departments to execute their vision, making it difficult to move at the speed of their customers. In this workshop, Yoni and Hadas will share DIY hacks that will help any marketing team adjust and perfect their CRM marketing effort and resources. Learn Excel-based DIY methods to define which customers are at risk of churn, who are your VIPs and potential VIPs, how to utilize customers' lifetime values to create personalized journeys for maximum long-term revenue, and many more. Please have your laptop with you, as we will be practicing with Excel during this workshop.

**BOULEVARD AB, SECOND FLOOR**



**YONI BARZILAY**

Executive Data Scientist  
Optimove



**HADAS TAMIR**

Director of Customer Success  
Optimove

## 2 BOND BRAND LOYALTY SEASONING YOUR CRM MARKETING WITH DIY DATA HACKS

Loyalty is changing faster than ever before. Disrupted by escalating customer expectations, new players, evolving tech, different rules and goals, and more. Retailers need to move beyond traditional Loyalty to ensure that they better engage in new, and more personalized ways. Where to start and what to focus on when operating at speed of retail? Join Scott and Sean as they reveal what matters most, and how to get there. In this highly interactive session they will share invaluable sneak peek insights from The Loyalty Report 2018 and identify what you need to know about paid programs, the new currencies of loyalty, unmet member needs, loyalttech Innovations, and hospitality as a competency not a category. This workshop will share Bond's Forrester-validated customer engagement design best practices and frameworks, and will include exercises that will help you strategize your next move. The game is afoot.

**CONTINENTAL A, LOBBY LEVEL**



**SCOTT ROBINSON**

Vice President Design & Strategy  
Bond Brand Loyalty



**SEAN CLAESSEN**

EVP Solutions & Innovation  
Bond Brand Loyalty

## 3 OLSON 1TO1 HUMANIZING LOYALTY: A ROADMAP TO ESTABLISHING GENUINE EMOTIONAL LOYALTY AT SCALE

In this workshop, Olson 1to1 will define what humanizing the brand and loyalty experience means, and why it's more critical than ever to creating an unbreakable bond with your customers. Join Olson 1to1 as it shares its latest loyalty research findings and provides strategies that you can start using right away to address the one thing your customers want more than anything from you—something more real, more genuine, a more human experience with your brand. With an intentional shift from head to heart, join us as we reimagine the future of customer loyalty.

**CONTINENTAL B, LOBBY LEVEL**



**DENISE HOLT**

Vice President,  
Strategy & Insights  
Olson 1to1



**SUZY COX**

EVP, Client Success & Growth  
Olson 1to1

## 4 VERACENTRA PERSONALIZATION 2.0: NOW IS THE TIME TO UP YOUR GAME!

Research continues to point to the value of personalization as a huge opportunity to gain a competitive edge in customer acquisition and loyalty. Yet many brands still struggle to get personalization right. The fact is customers, not companies, determine if an experience is personalized. And the gap between customer expectations and brand ability to deliver across channel continues to get wider. Studies reveal that customers believe brand efforts to personalize their experiences are superficial. It's now imperative for brands to take their personalization efforts to the next level or risk alienating customers with superficial, "old-school" personalization strategies. During this interactive workshop you will learn how to design personalized experience strategies sure to attract new customers and ensure the retention of your valuable existing customers. You'll also discover how top brands are succeeding with more advanced personalization. Join us and discover how to develop a coordinated holistic personalization strategy by putting the customer first; how to leverage advanced analytics and models to support your strategies; how to design customer journeys that span multiple channels; and how to test your ideas in real time and rapidly iterate for optimum results. You'll walk away with a step by step process for personalized experience design optimization and be able to lead the way in next-generation personalization.

**CONTINENTAL C, LOBBY LEVEL**



**ANDREA SHAIKIN**

Former Director of Marketing  
Loyalty and Innovation  
Staples Canada



**CONNIE HILL**

President  
VeraCentra





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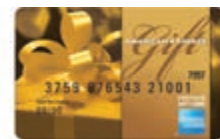
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## SPEAKER BIOS



### SHANNON ANDRICK

Vice President, Marketing Advancement  
Alliance Data

Shannon Andrick is a strategy and marketing executive in the retail and financial services industries. As the Vice President of Marketing Advancement for Alliance Data's card services business, her teams deliver Alliance Data's Know More. Sell More.® promise to brand partners through consultative engagements – always keeping a sharp eye on evolution to ensure best-in-class programs. Communications initiatives allow her teams to convey Alliance Data's competitive advantage via thought leadership, conferences, and digital properties to the broader market. In Shannon's current role, she is responsible for Alliance Data's marketing and communications functions, including: marketing strategy and communications, marketing and loyalty advancement, products and capabilities marketing, philanthropy, and our in-house creative agency. Shannon has been with Alliance Data for 6 years with roles in both Client Partnerships and Marketing. Shannon's areas of expertise include marketing and communications strategy, CRM, patterning and competitive analysis, deepening customer loyalty through innovative products and services, and growing credit sales penetration. Prior to joining Alliance Data, Shannon spent 18 years in retail merchandising, successfully driving sales and category growth for Bath & Body Works and Target Corporation.



### YONI BARZILAY

Executive Data Scientist  
Optimove

Yoni Barzilay is Optimove's Director of Data Science, North America. He has a knack for finding creative solutions for extreme data challenges, and has led some of Optimove's biggest e-commerce onboarding projects. Yoni holds a BSc in Industrial Engineering and Management, specializing in Information Systems.



### BRIAN BEITLER

Chairman of the Executive Board  
GRMA C-Suite Forum / Chief Marketing Officer / eCommerce Leader

Brian Beitler has helped several of the country's leading brands build purposeful connections with their customers, expand into the digital world, and achieve industry leading growth for the last 20 years. He believes in challenging conventional wisdom, pushing brands to think differently about how they engage and earn loyalty from their customers, and is driven by the belief that the key to success is listening to your customers personally and first hand, and then combining those personal insights with big data to innovate your brand, products, marketing, and advertising. Brian is currently Chairman of the Executive Board for the Global Retail Marketing Association and served as Executive Vice President and Chief Marketing Officer of Lane Bryant & Catherines, the nation's leading plus-size apparel retailers, until October 2017. Prior to joining Lane Bryant in 2014, Brian was EVP and CMO of David's Bridal. Before David's Bridal he was SVP of Marketing for Kohl's department store and led all aspect of marketing strategy. He has also held senior leadership roles at Bath and Body Works, Toys R Us, and Mattel. He is a widely regarded industry speaker and has keynoted at some of the industry's most noted events including the ANA Masters of Marketing Conference, NRF's Symposium, and the 4A's Transformation event. A graduate of the University of Utah with a Bachelor-degree in Marketing, Brian also holds an MBA from Brigham Young University. He resides in the Columbus area with his wife, and has 5 daughters and 1 son. When he's not in the office or at his kids activities, you'll find him with his family on the golf course, in the mountains, or on the water.



### KELLI BERKOWITZ

Director, People Based Marketing  
Petco

Kelli leads the strategy and execution of CRM programs. At Petco, Kelli is focused on accelerating CRM personalization efforts and delivering targeted Omni-channel communications to a database of over 20M pet parents. Kelli has over 12 years of digital marketing & analytics experience and previously held leadership roles at ecommerce companies LuckyVitamin and Pet360. Kelli currently resides in San Diego with her husband and twin daughters but is a Philadelphia native and diehard Eagles fan.



### TIZIANO CEMBALI

Vice President Targeting and Media  
Luxottica Group

Tiziano is based in New York City where he oversees audience targeting, measurement, predictive modeling, and Media North America. Prior to joining Luxottica, Tiziano has worked for Epsilon as Senior Director Advanced Analytics, for Equifax as Director of Analytics R&D, and for Kantar Health (a WPP company) as Econometrician. Tiziano holds a BS and a MS from University of Bologna, Italy, and a MA and Ph.D. in Economics from Washington State University.



### SEAN CLAESSEN

EVP Solutions and Innovation  
Bond Brand Loyalty

When Sean Claessen solves for X, he always asks why. Through relentless curiosity, he has coalesced creativity and analytics, evolving the traditional strategy role to mesh finances and data to visual acumen and design thinking. After years of living in Ad Land, he wanted to give clients results, not just a string of F-words: Fleeting-Frivolous-Fun work - instead, work that could better use space, time, and money to solve problems. He joined Bond in 2008, as Executive Creative Director, and has taken years of millennial marketing, experiential excitement and an appetite for innovation into new realms. He now draws on Loyalty and Customer Experience vocabularies to innovate better in-store, digital, and people-related solutions that create return on investment and return customers. A firm believer that disruption and rapid 'prototyping' offers all new possibility, he's relentless about agile testing and perpetual iteration. He thinks bigger, goes beyond, and shines light where others would just shoot in the dark. Sean has been instrumental in solutions for big brands like Under Armour, New Balance, Sephora, Aveda, Ford, Harley-Davidson, and UFC. His experience spans Financial Services to Manufacturing, Retail to Hospitality, because he doesn't just address problems; he nurtures potential—in both his clients and his team. A regular speaker and frequent industry commentator, at conferences and for publications around the world, Sean brings insight and entertainment to any topic. A natural-born leader who is both brilliant and electric. Through example and action, he energizes people and brands to want more, do more, and be more.



### JONATHAN CLARKSON

Senior Director of Loyalty, Products, & Partnerships  
Southwest Airlines

Jonathan is in charge of the carrier's ancillary revenue, loyalty marketing, and co-branding efforts. Prior to joining the airline, he built a diverse portfolio of experience in insights, Customer marketing, product development, and sales with roles at Cadbury Schweppes/Dr Pepper, Pizza Hut, Pepsico, and Blockbuster. Jonathan was a research manager at Blockbuster, the once mega-video rental business, and obviously his research suggested he should change industries, so he joined Southwest in 2007 to help start the Customer Insights and Product Development functions in Marketing and hasn't looked back. He has a B.A. in Liberal Arts from the University of Texas at Austin and a M.A. in Clinical Psychology from Sam Houston State University in Huntsville, and completed a internship there as a prison psychologist. Jonathan lives in Dallas with Natalie, his wife of nearly 20 years, and two boys, Jacob (15) and Andrew (12). In their free time, Jonathan and his family enjoy boarding a Southwest plane with the freedom to move about the country (and beyond).



### DEB COOMER

Senior Director, Marketing Analytics and Research  
Ulta Beauty

There are several ways to create customer engagement and loyalty. Deb Coomer has had a career-long passion for data, customer data and insights specifically, that can be leveraged to enhance the customer engagement and experience resulting in loyalty! Deb joined Ulta Beauty in January 2015 as the Sr Director of Customer Analytics and Research. She is responsible for driving incremental benefit through customer and consumer analytics and research to support business strategies across the enterprise. Deb loves working for a company that leverages guest-centric insights and strategies at all levels to build brand engagement and growth. Her customer focus is further deepened by being the business owner responsible for the integrity and governance of Ulta Beauty's customer data. Prior to joining Ulta Beauty, Deb spent a majority of her career at a CRM agency and Marketing Data Services company delivering results through the combined practice of business, data and technology. She has worked with outstanding brands such as Under Armour, L'Oréal / Maybelline, Unilever, eBay, Harley-Davidson, and Michael Kors to successfully manage audiences, personalize consumer experiences and create profitable customer relationships. Deb graduated from the University of Illinois with a major in Math and Computer Science.



**SUZY COX**EVP Client Success and Growth  
Olson 1to1

As the leader of Olson 1to1's client services group, Suzy has over 20 years of CRM and loyalty marketing experience. Her main areas of expertise are strategy and solution development, and she has published a number of whitepapers that discuss loyalty as a marketing discipline and CPG and retail loyalty best practices. Suzy is also a frequent speaker at industry and client vertical conferences, and is a recognized leader in creating successful, sustainable retail CRM solutions. Her past clients have included Hallmark, True Value Hardware, and Best Buy. Today, her clients include Chico's Soma Intimates, Lancome, Darden Restaurants and Luxottica's family of retail brands, including LensCrafters, Sunglass Hut and Target Optical. Suzy holds a bachelor's degree in Journalism and French from the University of Wisconsin, Madison.

**GEERT CROOLJMANS**Head of CRM  
Hudson's Bay Netherlands

Geert is an experienced B2B and B2C senior marketer with passion for and extensive knowledge on retail, (e-)commerce, CRM-technology and digital communication. In September 2016, Geert was one of the first employees of Hudson's Bay in the Netherlands (and Europe). His challenge comprised of developing the entire CRM strategy, recruiting his team and launching all CRM-activities, including the innovative loyalty programme Club Hudson's Bay. Today, Geert leads all CRM-related activities, including the Contact Center and the Mobile Application, as the Head of CRM at Hudson's Bay in the Netherlands. His ultimate goal is combining innovation with a customer-centric approach inside-and-outside the stores of Hudson's Bay. During his presentation, Geert will explain how he and his team turn this goal into reality on a daily basis at Hudson's Bay.

**RUTH CROWLEY**Vice President Customer Experience Design  
Lowe's Companies

Ruth joined Lowe's in 2016 as Vice President, Customer Experience Design. Using Human-centered design methodology, she is responsible for leading her team's efforts to create cohesive customer experiences that are emotionally and seasonally relevant and aligned with strategic company objectives. Prior to joining Lowe's, Ruth worked with Entertainment Retail Enterprises with clients like Nickelodeon and M&M's World Stores, creating customized products, flagship stores and experiences in global markets. Ruth also has diverse experience with other iconic companies including Harley-Davidson, Universal Studios and Host Marriott (Airports), with a focus on design, retail, product and brand development. She describes herself as a continuing student of business. Ruth comes from Ireland and spends much of her free time there with her family including nine siblings as well as nieces and nephews.

**DAVID EAGLEMAN**Foremost Neuroscientist, host of PBS's The Brain and New York Times  
Bestselling Author

David heads the Center for Science and Law, a national non-profit institute, and serves as an adjunct professor at Stanford University. He is best known for his work on sensory substitution, time perception, brain plasticity, synesthesia, and neurolaw. He is the writer and presenter of the international PBS series, The Brain with David Eagleman, and the author of the companion book, The Brain: The Story of You. Beyond his 100+ academic publications, he has published many popular books. His bestselling book Incognito: The Secret Lives of the Brain, explores the neuroscience "under the hood" of the conscious mind: all the aspects of neural function to which we have no awareness or access. His work of fiction, SUM, is an international bestseller published in 28 languages and turned into two operas. Why the Net Matters examines what the advent of the internet means on the timescale of civilizations. The award-winning Wednesday is Indigo Blue explores the neurological condition of synesthesia, in which the senses are blended. The Runaway Species, co-authored with music composer Anthony Brandt, explores the neuroscience and behavior behind human creativity. David is a TED speaker, a Guggenheim Fellow, a winner of the McGovern Award for Excellence in Biomedical Communication, a Next Generation Texas Fellow, Vice-Chair on the World Economic Forum's Global Agenda Council on Neuroscience & Behaviour, a research fellow in the Institute for Ethics and Emerging Technologies, Chief Scientific Advisor for the Mind Science Foundation, and a board member of The Long Now Foundation. He has served as an academic editor for several scientific journals. He was named Science Educator of the Year by the Society for Neuroscience, and was featured as one of the Brightest Idea Guys by Italy's Style magazine. He is founder of the company BrainCheck and the cofounder of the company NeoSensory. He was the scientific advisor for the television drama Perception, and has been profiled on the Colbert Report, NOVA Science Now, the New Yorker, CNN's Next List, and many other venues. He appears regularly on radio and television to discuss literature and science.

**BEN EASON**SVP Client Development  
Conversant

Ben Eason is SVP of client development with Conversant and is responsible for the strategic development of key accounts in the retail and auto verticals. Prior to joining the company in 2008, Ben spent nine years with Q Interactive, where he oversaw the Strategic Account group focusing on CPG and retail. A graduate of Western Michigan University, Ben lives in Chicago with his wife Laura, and their two children, Zackary and Dylan.



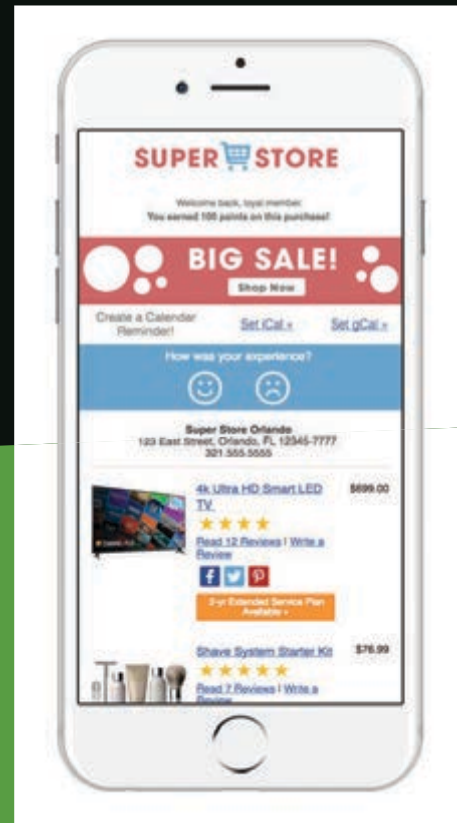
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**SCOTT EMMONS**

Founder and Head of the  
Neiman Marcus Innovation Lab (iLab)

Scott is focused on innovation for the Neiman Marcus Group (NMG) and founded and built the innovation lab (iLab) in 2012. He has elevated technology innovation to be a core value at Neiman Marcus and is responsible for leading NMG in evaluating, designing, testing, and piloting cutting-edge technologies and applications for luxury retail. Scott is also working on BYOD initiatives, Wi-Fi/LAN/WAN infrastructure, mobility, and digital signage initiatives. Innovation projects include the Memomi Memory Mirror, 4K touch table look books, store associate IOT communicators, intelligent mobile phone charging stations, digital directories, and new fitting room technology.

**LISA B. ERICKSON**

Senior Director of CRM & Loyalty  
Sleep Number Corporation

Lisa leads the development, execution and management of Sleep Numbers Loyalty program, the InnerCircle, as well as all direct mail and email programs. Lisa is responsible for the overall success and ongoing growth and management of these programs. She directs the testing of all programs to ensure continued evolution and growth. She is responsible for the InnerCircle member engagement and program profitability. Leveraging her deep experience in retail, holding positions in merchandising, finance, strategic and promotional planning and marketing she is able to activate new initiatives quickly and successfully. Lisa is constantly striving to take the InnerCircle program to the next level of engagement. Prior to joining Sleep Number, Lisa held management positions at Best Buy and the Department Store Division of Target Corporation. She is born and bred in Minnesota, living there all her life and earning her Bachelor of Science degree from the University of Minnesota in Retail Merchandising and Business.

**DAVID GARIBALDI**

Artist, Performer & Philanthropist  
Garibaldi Arts

Artists transform an empty canvas into a work of art through their skill, experience, inspiration and senses. David Garibaldi's life and transition into a world-renowned performance painter is no different. His show Rhythm and Hue is a music and color experience. Large pop portraits explode together on stage in minutes to music. Paint, sound, and entertainment collide for an entertaining show that has brought people around the world to their feet. Hundreds of thousands have witnessed Garibaldi paint live by transforming a blank black canvas into pop art icons through his shows. Garibaldi has performed for Fortune 500 companies including AT&T, Intel and Disney. He has also been featured at charity events for Playboy, NBA, and celebrities Snoop Dog, Santana, Tommy Lee, Dave Navarro and Blue Man Group. Inspiration serves Garibaldi in his art and his life. "Living with passion and purpose" drives Garibaldi every day to transcend what he does as an artist into a philanthropist. In a few short years, and at 29 years old, Garibaldi raised over \$1,000,000 for nonprofits and charities across the country through his art. He works closely with charities such as Special Olympics, Echoes of Hope, Sacramento Children's Home and World Vision.

**CONNIE HILL**

President  
VeraCentra

A lifelong entrepreneur, Connie sees opportunity where others don't. She excels at creating a unified vision and orchestrating complex execution. She puts these skills to work as President of VeraCentra, innovating new ways to help marketers maximize the value of their customer relationships. Tuned into the marketer's struggle with silo customer data, outdated technology tools and old fashion techniques, VeraCentra provides Customer Data Hubs, Cross Channel Engagement Platforms and the Technical and Marketing Services that guarantee brands get speed to value and quick win ROI from their marketing technology investments. With a mission to pave the path so that marketers can advance and thrive, Connie has grown VeraCentra from a boot-strap start up in 1988 to an industry leader, named as a Top 500 Company in the San Francisco North Bay Area every year since 2006. A respected thought leader and industry activist, Connie has served on several boards and frequently speaks at marketing events.

**DENISE HOLT**

Vice President, Strategy & Insights  
Olson 1to1

With over 17 years of experience in consumer loyalty, brand and creative strategy, consumer insights, human-centered design and business strategy, Denise Holt leads Olson 1to1's strategy and insights discipline. Prior to Olson, she ran her own strategy consulting practice, was Director of Strategy & Branding at Optum, and spent over a decade in marketing and brand planning roles within the loyalty space. Past clients have included UnitedHealth Group, Amtrak, Delta Airlines, Carlson Hotels Worldwide, Visa, Hallmark, True Value and Aramark. Denise infuses business strategy with the human element by leveraging consumer motivations and insights to create memorable brand personalities, engaging experiences and inspired behavior change. She is passionate about uncovering personal stories and insights that enable organizations to connect on a more emotional, meaningful level with their customers.

**TRICIA KING**

Senior Director, Retail Partnerships  
Oracle Data Cloud

Tricia loves Retail and using Big Data to drive smart marketing decisions. At Oracle Data Cloud, she supports retailers by creating holistic omnichannel marketing strategies across their direct mail, email, social, and display advertising programs. In her 10 years at Oracle Data Cloud, she's managed multi-title data strategies as well as retailers with traditional brick-and-mortar stores through their toughest audience planning and allocation discussions. Tricia holds a bachelor's degree in Marketing from the University of Nebraska-Lincoln. Two fun facts about Tricia: Her first job was working on the family ranch as a hayfield worker at age 11 and she also dabbled in improv comedy performing unscripted theatre.



**MARC KIELBURGER**Co-Founder  
We.org

Social entrepreneur, New York Times bestselling author and charismatic speaker, Marc Kielburger inspires millions to improve their communities and the world through their actions and everyday consumer choices. Over the past two decades, he along with his co-founder and brother Craig Kielburger, have grown the WE movement to engage 4+ million people annually in service, including 250,000 who annually earn their ticket through volunteerism to attend WE Day celebrations filling stadiums. Their pioneering social enterprise model, ME to WE, sustains the work of their charitable mission with socially-conscious products purchased by millions of consumers. Their work has resulted in a holistic development model lifting more than one million people out of poverty. Marc graduated from Harvard University with a degree in International Relations. He won a Rhodes Scholarship and completed a law degree from Oxford University. He has also received 10 honorary doctorates and degrees for his work in the fields of education and human rights. He is the recipient of many honors, including the Order of Canada, and was selected by the World Economic Forum as one of the world's Young Global Leaders. Marc was also recently inducted into Canada's Walk of Fame for his humanitarian efforts and his work to empower youth to change the world.

**JON KUBO**Chief Digital Officer  
Tillys Inc.

Jon oversees e-commerce, digital marketing, CRM/loyalty and the integration of all digital touchpoints chainwide. Previous to Tillys, he served as chief digital officer at two other retailers, Boot Barn Holdings and The Wet Seal. Jon also held positions as chief product officer and chief technology officer at software startup companies and chief information officer at two public retailers.

**DANIELLE (LEVEILLE) FUTRELL**Director of Enterprise CRM  
Wolverine Worldwide

As Director of Enterprise CRM for Wolverine Worldwide, Danielle's primary objective is to inspire a consumer obsessed mindset across the portfolio of iconic brands including Sperry, Keds, Saucony, Chaco, and Merrell. Blending a deep understanding of consumer technology and psychology, Danielle leverages consumer insights to align cross-functional teams to design world class engagement programs that drives loyalty and growth. To anticipate consumer needs and compete in today's marketplace, Danielle and her team have shifted their mindset from what and why something happened to predicting what's likely to happen. Danielle is unapologetically motivated by the big picture and enjoys harnessing people and ideas to achieve long-range goals. Bringing boundless energy to any situation, she sees innovation as a necessity. She also enjoys testing the limits of any situation and views the rules as "something for everyone else." Danielle is known as an advocate for the consumer and her team. She also enjoys mentoring new talent including a semi-annual guest lecture at Bentley University where she earned her B.S. in Marketing.

**MAYA MIKHAILOV**CMO and Co-Founder  
GPSshopper

Maya Mikhailov is a nationally recognized leader in mobile innovations and retail solutions. Since founding GPSshopper, she has worked with Fortune 500 retailers and brands to craft mobile strategies that have revolutionized the way they do business and interact with consumers throughout the shopping experience. She is an industry expert and educator on the topics of retail mobile trends, mobile strategy, user engagement and mobile fashion trends. Maya was named one of Mobile Marketer's "Mobile Women to Watch," the DMA's "Guru of Mobile," and was selected by the DoD to lead a cross-departmental education course on mobile best practices. She has served as an Adjunct Professor at NYU, focusing on the highly personalized evolution of marketing and advertising through mobile technologies. Maya has been a featured speaker at The Digital Money Forum at CES 2017, Luxury Interactive, The Content Council, Main Stage Panel Money 2020, CTIA, New York Women in Communications, Inc. (NYWICI), Shop.org, COSMOPROF (Beauty Industry Association), Internet Week NYC, Bloomberg, FOX Business News and the Fashion Institute of Technology. Among her most recent published interviews are Bloomberg Technology, Bloomberg Radio, Business Insider, Quartz, MarketWatch, Huffington Post, Women's Wear Daily (WWD), Inc. Magazine, Apparel Magazine, Minneapolis Star Tribune, New York Business Journal and San Francisco Chronicle.

**KATE O'SHAUGHNESSY JUNG**Director Loyalty, Mobile & Partnerships  
Express

Kate joined Express in July 2016 to manage the EXPRESS NEXT loyalty program, which has more than 20 million members. She led a successful relaunch of the Express NEXT loyalty program in 2017 that turned around a six-quarter declining return rate among existing customers. The relaunch refined the credit value proposition, increased reward access, added new ways for members to earn points and introduced a mobile hub. Kate is an experienced marketing executive who has helped the company in its efforts to reach customers more effectively by building a data-driven enterprise. She spent 15 years in marketing at Tim Hortons, one of the world's largest quick service restaurant chains. She began her career working for retail clients including Cacique, Victoria's Secret and Bridgestone-Firestone. Born in Columbus, Kate is a graduate of Ohio University in Athens, Ohio.





**SUNANDA PARTHASARATHY, PHD**

Assoc. Dir. Data Science  
Wayfair Inc

Sunanda leads a team of data scientists and engineers to build ML solutions that lead to a better shopping experience for all Wayfair customers. Prior to this, she was leading innovation R&D projects at the AdTech startup DataXu, that spanned the spectrum of Multi-Touch Attribution to developing new analytical product solutions that helped clients achieve optimum Marketing ROI. Through her career in data science she has enjoyed focusing her quantitative expertise in mathematical modeling to business questions that has led to multiple high-revenue analytics products. Her current passion is to develop an intelligent system that recommends the optimal product exposure to balance customer experience and profitability. Before entering the data science world, she was a Princeton Postdoctoral fellow, working on the forefront of the next generation quantum materials that will replace silicon in a computer chip. Prior to that she received her PhD in physics from Purdue University working on solving open problems in the field of transport physics. Her research accomplishments has been recognized in the form of many awards including the HYFan Award for excellence in physics research. She is an active member in the local start-up, tech and data science community and is the co-organizer of one of the oldest meetup groups in Boston- The Data Scientist. She enjoys bringing together leading minds in the field of data science and AI, to engage in thought leadership in this nascent field.

**SCOTT ROBINSON**

Vice President Design and Strategy  
Bond Brand Loyalty

Scott Robinson leads Bond Brand Loyalty's Design & Strategy Practice and is our thought leader for consumer loyalty strategy engagements. His focus is enabling clients with the best possible solutions for their specific objectives and environments, and ensuring Bond maintains market leadership in terms of loyalty and customer engagement innovation, techniques and approaches. Scott has over 15 years' experience designing, implementing and optimizing large-scale loyalty and customer engagement initiatives, and helping clients understand how to use them as stepping stones for inspiring powerful relationships with their customers. Along with his strong experience across a number of industries, including consumer retail and financial services, Scott brings a highly disciplined analytics approach to strategy development for clients and he applies his honed understanding of the science of human motivation and neuroscience to his work. Earlier in his career, Scott launched and developed Bond's Decision Sciences group, and spearheaded the development of CRM principles and techniques, campaign management protocols and consumer data-driven strategy development tied to some of North America's most celebrated programs. Scott is frequently called upon to comment in the media, and is a frequent speaker at industry events including conferences by Loyalty360, CRMC, eTail, CMO Exchange, CMA and AMA. Scott holds an MBA from the Richard Ivey School of Business at Western University as well as a Master Designer Certification.

**ERNAN ROMAN**

President  
ERDM Corp

Ernan Roman (@ernanroman) is president of ERDM Corp. and author of Voice of the Customer Marketing. He was inducted into the DMA Marketing Hall of Fame due to the results his VoC research-based strategies achieved for companies such as IBM, Mass-Mutual, Microsoft, QVC and Gilt. ERDM conducts specialized CX/Personalization VoC research to identify high impact CX strategies which generate significant increases in revenue for corporations. Named by the Online Marketing Institute as one of the Top 40 Digital Luminaries and by Crain's BtoB Magazine as one of the 100 Most Influential People in Business Marketing. His widely read blog, Ernan's Insights on Marketing Best Practices appears in Huffington Post, CMO.com, Forbes, CustomerThink, CRMC and Business2Community. Previous books; Opt-in Marketing and Integrated Direct Marketing. ernan@erdm.com, @ernanroman, www.erdm.com

**JULIE ROY**

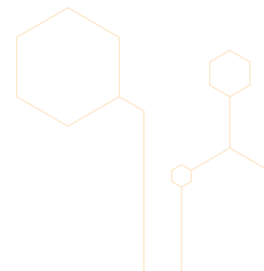
Vice President CRM, Digital & Analytics  
DSW Inc.

Julie Roy leads loyalty, CRM, digital marketing, and customer insights and analytics for DSW, a leading omni-channel footwear retailer. Julie is responsible for leading the optimization and continued growth of our cross-channel marketing programs, with the objective of improving customer acquisition, engagement, and retention. She has an acute passion and proven track record for delivering meaningful results by developing data-driven strategies that engage consumers and achieve business goals.

**EMILY RUDIN**

Chief Customer Officer  
CrowdTwist

Emily oversees the Client Success and Marketing teams at CrowdTwist. She has more than 15 years of retail, analytics, client services and marketing experience. Throughout her career, Emily led transformational initiatives that have enabled brands and retailers to form strong connections with their customer base. She offers a unique customer-centric perspective and has a proven track record for increasing value for customers, managing complex relationships and developing hard ROI for her customers. Prior to joining CrowdTwist, Emily held positions at Macy's, Coach, Ann Inc., dunhumby, and The Children's Place. She holds a bachelor's degree in consumer studies from Syracuse University. Emily is a proud mother of two. She and her husband are active members of their community.



**ANDREA SHAIKIN**

Former Director of Marketing, Loyalty and Innovation  
Staples Canada

Andrea's experience in Retail, Customer Engagement, Retention and Loyalty spans more than 20 years. In her most recent position as Director of Marketing, Loyalty and Innovation at Staples Canada, she led a team of Retail and Loyalty Marketers and developed new initiatives for Staples. She is the former Director of Customer Experience & Engagement for Mr. Lube Canada where she oversaw CRM, Customer Retention, Digital and Social Marketing. Prior to Mr. Lube she led Client Engagement and Retail Rewards for the RBC Rewards loyalty program at the Royal Bank of Canada; and she has also held roles with Citigroup/Home Depot Canada and the Hudson's Bay Company. She is a Speaker, Panelist and Consultant on Loyalty, Innovation, Retail, and Marketing.

**ANDERS SORMAN-NILSSON**

Author, Futurist, & Innovation Strategist Founder  
Thinque

As the Swedish-Australian founder of Thinque, Anders Sorman-Nilsson (LLB MBA) has become a valued strategist to Fortune 500s and ASX leaders, converting provocative questions into proactive, predictive strategies. A global thought leader since 2005, Anders works across four continents as a speaker, futurist and author. Anders is an active member of TEDGlobal and has keynoted at TEDx in the United States and Australia, was nominated for the World Economic Forum's Young Global Leader in 2015, and was the keynote speaker at the G20's Y20 Summit in Australia. His presentations are meticulously researched, highly energetic and always fascinating with content tailored to the audience, which is why clients like Apple, Cisco, Mercedes Benz, Hilton, SAP, Gartner and Macquarie Bank have turned to Anders over the years to help them to push the bounds of the status quo – translating research into valuable foresight and business impact. Featured regularly in international media including Monocle, Business Insider, Sky News Business, CIO Magazine and BOSS, Anders has authored two books; Digilogue: how to win the digital minds and analogue hearts of tomorrow's customer and Thinque Funky: upgrade your thinking. His new book is out and it is called: Seamless: A Hero's Journey of Digital Disruption, Adaptation and Human Transformation.

**MARY STAPLES**

Vice President Data Solutions  
Epsilon

Mary is a data geek. She combines her 25+ years of experience and her passion for data to help her retail and travel clients reach their goals. She knows how to leverage data to deliver strong business outcomes. She brings thought leadership to over 100 clients. Mary's also avid hiker in the Colorado Rockies.

**SHAWN SWEENEY**

Vice President of Digital Experiences  
Starbucks

Shawn is responsible for seeking out opportunities to deepen the connection between the Starbucks brand and the customer through new digital and digital-to-store experiences. After spending nearly two decades leading both marketing and technology teams for global brands, Shawn understands it's the small things. Building relationships is about finding individually small ways to make the customer's experience more convenient and rewarding. Collectively these are powerful in making a customer's love for our brand self-evident. Shawn is responsible for driving hyper-personalized marketing capabilities that are fueling the growth of the loyalty program, as well as next generation marketing technology that drives Starbucks café and Roastery & Reserve digital experiences. Shawn has been on the digital advisory board for the National Retail Federation, as well as an advisor to both eCommerce and Retail boards. He holds a BS in Genetics and Biochemistry from Texas A&M University and graduated from Harvard Business School.

**HADAS TAMIR**

Director of Customer Success  
Optimove

Hadas Tamir is Optimove's Director of Customer Success in North America. She has years of experience in marketing consulting, project management and data analysis in various digital marketing environments including Retail, Gaming and Financial Services. Through collaboration and strategy development, Hadas guides customers towards reaching their greatest potential in using Optimove's innovative marketing technology to maximize customer revenue and improve customer engagement. Hadas holds an LLB and an MBA, specializing in Marketing.





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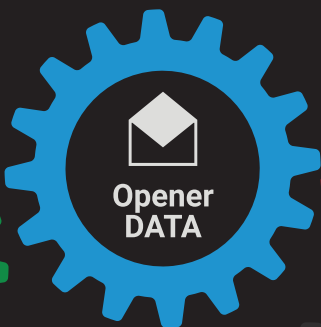
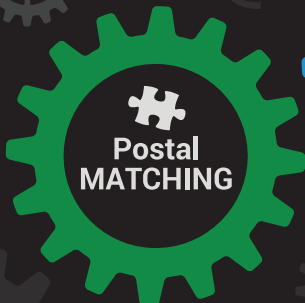
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**RACHEL WALDSTEIN**

Senior Manager of CRM Strategy  
Wolverine Worldwide

Rachel spends her days motivating desired behaviors from the consumer and internal partners. She delivers results by balancing consumer engagement and profitable revenue to achieve growth targets. Architecting consumer engagement programs for iconic brands like Sperry, Keds, Wolverine, and Saucony, Rachel and her team ensure each point of consumer engagement is highly personalized. She's passionate about excellent execution of the basics while keeping an eye on and educating her partners about what's next. Through her strategic partnership and guidance, many of these brands have been successful in establishing stronger connections with their consumers and have in turn enjoyed the financial successes that go along with putting the consumer at the forefront of critical decision-making. Rachel is competitive by nature and that mindset extends far beyond office hours. She was a collegiate swimmer at Fairfield University in Connecticut, and after earning her B.A in Communications and English, she hung up her goggles and became the head coach of the Needham High School Girls Swimming & Diving team in Massachusetts. During swim season, you can find her pool side, losing her voice while she pushes nearly 50 student-athletes to be their best in and out of the water. From pool deck to conference room, Rachel has come to appreciate the synergies between coaching and her professional role. A winning attitude is necessary for both, and CRM principles tend to have applications beyond the workplace. After all, successfully navigating high school parents is the definition of consumer relationship management.



**CLAY WALTON-HOUSE**

Head of Consumer Strategy Services  
Lenati LLC

Clay is a Principal and leads the consumer strategy services business. He helps Fortune 500 companies across industries create and implement new and interesting customer engagement strategies that accelerate growth and build lasting brand loyalty. Clay has worked with many leading retailers to innovate on the core retail model and establish differentiation in the marketplace. Retail clients include known brands like Nordstrom, DSW Inc., REI, Nike, Lululemon, L'Occitane, and Starbucks among others.



**JONATHON WARDMAN**

Vice President CRM, Customer Platforms, Customer Engagement,  
Loyalty & Partnerships - Hilton Worldwide

Jon is responsible for loyalty, data, decision-making and customer engagement platforms. His team ensures these critical assets are aligned with and ahead of the customer strategies for loyalty programs, customer lifecycle, personalization and customer engagement. His career at started in retail, moved through airline industry and into revenue management. At Hilton he has overseen the implementation of global revenue management systems, ran CRM and is now focused on evolving Hilton's customer platforms to power new and exciting exceptional experiences. Hilton Honors is more than just a guest loyalty program. It believes in honoring its 70M members with exciting, authentic, and extraordinary possibilities. In fact, more than 5,100 properties in 103 countries and territories Honors gives you access to a world of experiences worth sharing. And with fourteen distinct brands, we have hotels for every budget and occasion.



**JESSICA WHITE**

Executive Director of Customer  
Glossier

Jessica White, University of Pennsylvania-The Wharton School, currently is the Executive Director of Customer at Glossier, where she leads the Customer Experience, Retention & Loyalty and Insights teams. Prior to Glossier, Jessica worked at Bain & Company, where she was part of the Private Equity Group as well as advised companies across several industries, including Consumer Products, Healthcare, TMT and Logistics. Jessica is passionate about growing a brand by delivering differentiated community-driven customer experiences at every moment of the customer journey. Outside of Glossier, Jessica is an avid skier and cook.



**DANELLE WILLIAMS**

Senior Director, Global Loyalty Platform  
Hilton Worldwide

Danelle has worked for Hilton for over 10 years in various roles throughout the organisation globally. Her focus in the last few years has been helping different business units within Hilton with their technology requirements, partnering with Hilton technology or 3rd party vendors to bring those requirements to life. Danelle is now responsible for the Loyalty platform technology for Hilton Honors.





**CRAIG WOOD**

Founder & Chief Collaborator & CRMC Host  
The Collaboratory

Craig is the Founder & Chief Collaborator at The Collaboratory, a strategic research and marketing consultancy that helps organizations understand, connect, and engage the audiences who matter most – customers, donors, members, employees, management, and more. With almost three decades of experience in customer relationship management, insights-driven research and data-driven marketing, Craig is a recognized authority on leveraging data and consumer insights to build stronger customer engagement and connection. Over his career, Craig has led hundreds of successful client engagements for industry leaders like Starbucks, Sprint, HSN, Chick-fil-A, Walmart and United Way. Craig's clients benefit from his deep knowledge in loyalty and customer relationship management across a variety of industry sectors including retail, telecommunications, travel, hospitality, financial services, nonprofit, utilities and health & wellness. Craig recently served as the Managing Director and Chief Engagement Officer at 360 Live Media, an award-winning full-service marketing agency for trade associations and professional societies. Prior to joining 360 Live Media, Craig served as the Group President of The Futures Company (formerly Yankelovich), a global innovation and planning consultancy rooted in consumer insights and future-facing trends. Craig was also the founder and CEO of Clarity Group, a management consulting firm serving the strategic planning, customer relationship management and data-based marketing needs of non-profit and faith-based organizations. Craig's expertise is in high demand at loyalty, customer relationship management, marketing and vertical industry conferences. He has spoken at over 100 events in the last 20 years and is currently the program chair and longtime host of CRMC, the retail industry's premier loyalty and relationship management conference held annually in Chicago. As an industry leader, Craig served on the Board of Directors for the Data & Marketing Association (DMA) and is the past chairman of Marketing EDGE, the marketing industry's largest educational foundation. He also frequently authors articles and provides expert commentary in leading industry and national periodicals and is the co-author of *Coming to Concurrency: Addressable Attitudes and the New Model for Marketing Productivity* (2004). Craig holds a B.S. degree with distinction in commerce with a dual concentration in marketing and management from the McIntire School of Commerce at the University of Virginia.

**DEVON WYLIE**

CEO  
CRMC

Devon Wylie joined CRMC in 2002. After working with industry pioneer, five-time author, and "Father of Database Marketing," Fred Newell for several years, she took over as CEO of the company upon his retirement in 2007. In that role, she has led the growth of the Annual CRMC, now in its 25th year. From selling sponsorships, curating the agenda, overseeing creative, editing the weekly newsletter, and marketing the event to Retail Executives, Devon handles all aspects of the event with her team. CRMC is now known as one of the top events in the Retail Marketing industry. Prior to joining CRMC, Devon managed accounts such as Sketchers and Skyy Vodka at Lambesis Advertising, a boutique brand development and advertising agency. Prior to that, she held an advertising sales position at Car and Driver Magazine, part of Hachette Filipacchi Media. She has also held several positions at Nobel House Resorts, including Director of Corporate Events at Paradise Point Resort in San Diego where she managed numerous weddings and corporate events. Devon earned her bachelor's degree in marketing and Communications at The University of California, San Diego (UCSD). After an eight year hiatus in Florida, she is now back in San Diego with her husband and two sons.

**PINI YAKUEL**

Founder & CEO  
Optimove

Pini Yakuel is founder and CEO of Optimove, provider of the Science-First Relationship Marketing Hub. Pini's extensive experience in analytics-driven marketing, business consulting, sales and his innovative approaches to entrepreneurship and business-building have earned him recognition as a thought leader. Pini has led Optimove to become a market leader, with hundreds of brands using his company's software and services to orchestrate and automate highly-effective personalized CRM.

**KENT ZIMMERMAN**

Vice President, Digital  
Shoe Carnival

Kent is Vice President of Digital for Shoe Carnival, a family footwear retailer with more than 400 stores across the U.S. and is responsible for the digital engagement and sales channels. His team's mission is to deliver a world-class online and digitally enabled in-store shopping experience for the Shoe Carnival customer. Throughout his career, Kent has been a digital change agent, having built successful Direct-to-Consumer organizations in the manufacturing and retail space. Most recently, he was a founder and principal with eCatalyst Partners, a private consulting firm providing digital advisory services. Prior to that, Kent was Director of eCommerce for Optaros and an eCommerce Strategist with ATG (now Oracle Commerce). In these roles, Kent worked with the world's leading retailers on multiple facets of their digital business. From 2000–2006, he launched the eCommerce business for The Finish Line, and helped grow its Direct-to-Consumer organization from the ground up to a thriving profitable business.





**TONY ZUBEK**

Manager of Credit, Loyalty & Mobile  
Express

Tony is the Manager of Credit, Loyalty & Mobile at Express, a leading retailer for men and women. Tony joined Express in August 2016 bringing his expertise in financial services, customer engagement & acquisition and mobile optimization to drive the EXPRESS NEXT loyalty program, which has more than 20 million members. He led a successful relaunch of the EXPRESS NEXT loyalty program in 2017 generating a 5-year high in credit sales and a 40% lift in customer acquisition. The introduction of the mobile hub and social loyalty components drove interactions outside of a transaction to further brand awareness. Tony's experience is derived from a generous mix of financial, mobile and loyalty themes, designed to optimize programs and bring data driven results. He began his career with Huntington National Bank, located in Columbus, Ohio, where he piloted a rewards program for debit card customers. Born in Cleveland, Ohio, Tony is an MBA graduate of Tiffin University in Tiffin, Ohio.

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## ADOBE EXPERIENCE CLOUD

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery. [adobe.com/experience-cloud](http://adobe.com/experience-cloud)

## AIMIA

Aimia Inc. is a data-driven marketing and loyalty analytics company. We provide our clients with the customer insights they need to make smarter business decisions and build relevant, rewarding and long-term one-to-one relationships, evolving the value exchange to the mutual benefit of both our clients and consumers. With close to 4,000 employees in 20 countries, Aimia partners with groups of companies (coalitions) and individual companies to help generate, collect and analyze customer data and build actionable insights. [aimia.com](http://aimia.com)

## ALLANT GROUP

Allant Group is a nationally recognized, data-driven analytics and marketing firm that delivers end-to-end omni-channel marketing services. Allant's expertise and market knowledge enables the delivery through faster customer and 3rd party data integration, improved analytical insights, easy to understand data visualizations, and effective campaign management execution to enable targeted and personalized communication by marketers to acquire, retain and win back customers. Today, engaging with prospects and customers requires personalized communication enabled by enhancing data, employing advanced data analytics, integrating campaign management across channels, and highlighting business insights through data visualization to stay one step ahead of your competition. Allant Group is your partner to successfully deliver valuable marketing services across a comprehensive set of products and services. [allantgroup.com](http://allantgroup.com)

## ALLIANCE DATA

Alliance Data develops market-leading private label, co-brand, and business credit card programs for many of the world's most recognizable brands. Through our branded credit programs, we help build more profitable relationships between our partners and their cardmembers, and drive lasting loyalty. Using the industry's most comprehensive and predictive data set, advanced analytics, and broad-reaching capabilities, Alliance Data has been helping partners increase sales and provide greater value to their cardmembers for more than 30 years. To learn more, visit [KnowMoreSellMore.com](http://KnowMoreSellMore.com), follow us on Twitter @Know\_SellMore, and connect with us on LinkedIn at Alliance Data card services.

## ANCHOR RETAIL SOLUTIONS

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## BOND BRAND LOYALTY

Bond Brand Loyalty is a global customer engagement agency that specializes in building brand loyalty for the world's most influential and valuable brands. Our mission is to make marketing more rewarding for customers, richer and more resilient for brands, and more profitable for our clients. We build measurable, authentic, and long-lasting relationships through a combination of services that includes loyalty solutions, customer experience, marketing research, customer analytics, live brand experiences, and proprietary loyalty technology platforms. Visit our website, follow us on Twitter, or contact us at 1-844-277-2663. [bondbrandloyalty.com](http://bondbrandloyalty.com)

## BOUNCEX

Founded in 2012, BounceX's People-Based Marketing (PBM) cloud is the first new revenue channel with scale in 10 years. With offices in NYC, San Francisco and London and named the fastest growing software company in America by Inc Magazine in 2016, we currently power thousands of digital properties across industries. For the first time, brands and publishers have a meaningful paid channel outside of Google and Facebook. We are trusted by global enterprises such as Forever21, Avis, Lufthansa, CNN, Uniqlo, Comcast and many more. [bounceexchange.com](http://bounceexchange.com)

## BRIERLEY + PARTNERS

Brierley+Partners is a global loyalty and CRM innovator. Brierley brings industry-leading thought leadership, incomparable experience and advanced technologies to help brands build lifetime loyalty with their customers. Brierley runs some of the best loyalty and customer relationship programs for clients across the globe. Brierley offers a complete suite of loyalty services: program design, loyalty/CRM technology, marketing strategy, research, analytics, omnichannel communications, account management, interactive/print production and fulfillment. The industry-leading Brierley LoyaltyonDemand® technology platform is uniquely robust, modular, flexible and quick-to-market. All services and technology focus on a single mission: making clients' customer relationships dramatically more profitable. Brierley is U.S.-based and is a wholly-owned subsidiary of Nomura Research Institute, headquartered in Tokyo, Japan. [brierley.com](http://brierley.com)

## CLARUS COMMERCE

Is your loyalty program creating loyalty? U.S. consumers hold almost 4 billion loyalty memberships, but over half are inactive. Yet most executives feel their brand understands what their customers want. There's a clear disconnect. Loyalty is broken. The free programs of the past are proving less effective today. Premium Loyalty is different. Premium Loyalty programs are designed around your customers' needs. Unlike free programs, they're not one-size-fits-all. Consumers pay a membership fee in exchange for 24/7/365 benefits. They'll shop with you more often and spend more when they do. Amazon Prime members shop twice as much as non-members because Premium Loyalty is based on your best customers' habits, likes and dislikes. It puts them first. That's why other retailers like Restoration Hardware and GNC are on board with Premium Loyalty. They understand the enormous difference between checking off a loyalty program box and creating true loyalty. It's a simple model to explain, but difficult to implement. That's where we come in. We bring 16 years of experience and a modern technology platform to craft custom brand experiences that create tangible results. Do you want to simply say you have a loyalty program? Or do you want to create true loyalty? [claruscommerce.com](http://claruscommerce.com)

## CLUTCH

Clutch's Customer Management Platform helps B2C brands identify, understand and motivate each segment of their customer base. The integrated platform unites data from point-of-sale, ecommerce, loyalty, CRM, mobile, social and third party sources, using that information to deliver personalized engagements that optimize the value of each customer. Clutch powers data-driven campaigns for loyalty, sms, email, direct mail and stored value, enabling brands to act on information in real-time and on the right channel. Through the orchestration of data and delivery, advanced scoring and segmentation, and interoperable platform design, Clutch manages intelligent and effective campaigns for today's B2C marketer. [clutch.com](http://clutch.com)

## COMARCH

Founded in 1993, Comarch is a global manufacturer and supplier of IT solutions, and has been listed on the Warsaw Stock Exchange since 1999. Comarch carries out projects for leading global brands in important sectors including telecommunications, finance, banking, insurance, trade and services, infrastructure, public administration, industry, health care and small and medium-sized enterprises. Thousands of global brands in over 60 countries on 6 continents have used Comarch services, including: London Heathrow Airport, Thomas Cook Group Plc, BP, Telefónica, Carrefour, Heineken, Goodyear, Pepsi, Vodafone, T-Mobile, E-Plus, KPN or MTS, BNP Paribas Fortis, Allianz, Aviva, AXA, BZ WBK (Santander Group), CitiFinancial (Citigroup), Delta Lloyd Life, Deutsche Bank PBC and ING Insurance. Comarch ranks highly in the league tables prepared by IT analysts, including: Gartner, Truffle 100, TOP 200 "Computerworld", IDC, the Polish Academy of Sciences and EU Industrial R&D Investment Scoreboard. Every year Comarch invests 15% of its revenues in innovative projects. In 2016 this was over EUR 38.7 million. Currently, Comarch employs over 5,400 experts in 90 offices in 31 countries, including the UK, USA, Japan, the Middle East, Europe and Chile. [comarch.com](http://comarch.com)

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## CROWDTWIST

CrowdTwist is an industry-leading provider of comprehensive and patented multichannel loyalty and engagement solutions that drive incremental spend, leading to better customer data, stronger insight, and more personalized experiences. We are revolutionizing loyalty, helping top brands including Pepsi, Nestlé Purina, L'Oréal, and Zumiez develop a deeper understanding of customers. Forrester recognized CrowdTwist as a Leader in "The Forrester Wave™: Customer Loyalty Solutions for Midsize Organizations, Q1 2016" report. For more information call 646.845.0646. [crowdtwist.com](http://crowdtwist.com)

## CUSTORA

Custora is an advanced customer segmentation platform that puts the power of predictive analytics in the hands of marketers. We help retail brands improve the ROI of their email, display, direct mail, and Facebook campaigns. Custora aggregates data from disparate sources, surfaces smart (and predictive) customer segments, integrates with systems of engagement to execute more effective acquisition and retention campaigns, and measures the impact at the customer level. Over 100 brands including Lucky Brand, Ann Inc., Bonobos, Crocs, and Teleflora use Custora to acquire higher value customers, increase revenue from existing customers, and improve team efficiency. [custora.com](http://custora.com)

## EPSILON

Epsilon® is an all-encompassing global marketing innovator. We provide unrivaled data intelligence and customer insights, world-class technology including loyalty, email and CRM platforms and data-driven creative, activation and execution. Epsilon's digital media arm, Conversant®, is a leader in personalized digital advertising and insights through its proprietary technology and trove of consumer marketing data, delivering digital marketing with unprecedented scale, accuracy and reach through personalized media programs and through CJ Affiliate™, one of the world's largest affiliate marketing networks. Together, we bring personalized marketing to consumers across offline and online channels, at moments of interest, that help drive business growth for brands. Recognized by Ad Age as the #1 World's Largest CRM/Direct Marketing Network, #1 Largest U.S. Agency from All Disciplines, #1 Largest U.S. CRM/Direct Marketing Agency Network and #1 Largest U.S. Mobile Marketing Agency, Epsilon employs over 8,000 associates in 70 offices worldwide. Epsilon is an Alliance Data® company. For more information, visit [www.epsilon.com](http://www.epsilon.com) and follow us on Twitter @EpsilonMktg. [epsilon.com](http://epsilon.com)

## FLEXRECEIPTS

flexReceipts is the leading provider of smart email receipts for retailers, empowering industry leaders like GNC, Aldo, and Oakley to capture millions of high-quality email addresses and deliver customized, ROI-driven email receipts to their customers. flexReceipts goes beyond sending PDF versions of outdated in-store receipts and enable smart HTML receipts that capitalize on open rates as high as 85%. Clients use a simple user-friendly dashboard to include customer surveys, product recommendations, targeted warranty information, social media sharing buttons and more. With line-item data on billions of dollars of in-store purchases, flexReceipts also provides highly valuable analytics, customer profiling capabilities and the ability to export customer segments for targeted remarketing. The company is backed by Y Combinator, strategic investor Synchrony Financial and other high profile investors. [flexreceipts.com](http://flexreceipts.com)



## THE FUEL REWARDS PROGRAM

The Fuel Rewards® program is a national coalition loyalty program that harnesses the unique value of cents-per-gallon fuel savings. When over 13 million Fuel Rewards members shop, dine, book travel, and make other day-to-day purchases, they earn cents-per-gallon rewards called Fuel Rewards® savings. The savings earned between fill-ups are combined to drive down the price of fuel at the pump. Regardless of gas price fluctuations, Fuel Rewards savings are consumers' most preferred loyalty program currency over cashback and other rewards, proof of their power to influence consumer spending. For merchants, the program offers a unifying currency and patented processes to support reward issuance, redemption and financial settlement. Retailers can leverage the combined strength of the coalition to help attract new customers, boost sales, and deepen loyalty across their entire member base. Merchants also benefit from comprehensive marketing campaigns that promote their brand to millions of U.S. consumers. There is no limit to how much program members can earn, and redemption is convenient at more than 12,000 participating Shell and other select fuel stations nationwide. The Fuel Rewards program is owned by Dallas-based Excentus Corporation, which has helped millions of consumers save over \$2 billion on fuel. [excentus.com/national-regional-brands/](http://excentus.com/national-regional-brands/)

## KOBIE MARKETING

Kobie Marketing is a loyalty marketing company that designs, enables and optimizes customer experiences for many of the world's most successful brands. We believe in building relationships by deepening the emotional and behavioral connections brands have with their customers. Our integrated and innovative loyalty solutions deliver the most impactful results for our clients' bottom line. [kobie.com](http://kobie.com)

## LENATI

Many of the world's most valuable brands and retailers engage Lenati to help them ACQUIRE, GROW & RETAIN CUSTOMERS. Our expertise is aligned to achieving a stronger customer connection. We are a marketing services and experience design firm that works on critical initiatives that transform marketing and the customer relationship. We are recognized by industry analysts as a leading strategic advisor on loyalty and retention. From individual programs to holistic brand strategies, we can help you build your approach to fostering behavioral and emotional loyalty to drive deeper engagement with your customers. Our focus is to deliver results and we work hand in hand with our clients to implement market leading advanced marketing practices including CRM, personalization and membership and rewards programs. [lenati.com](http://lenati.com)

## MERKLE

Merkle is a leading data-driven, technology-enabled, global performance marketing agency that specializes in the delivery of unique, personalized customer experiences across platforms and devices. For more than 30 years, Fortune 1000 companies and leading nonprofit organizations have partnered with Merkle to maximize the value of their customer portfolios. The agency's heritage in data, technology, and analytics forms the foundation for its unmatched skills in understanding consumer insights that drive people-based marketing strategies. Its combined strengths in performance media, customer experience, customer relationship management, loyalty, and enterprise marketing technology drive improved marketing results and competitive advantage. With 5,200 employees, Merkle is headquartered in Columbia, Maryland, with 24 additional offices in the US and 21 offices in Europe and APAC. In 2016, the agency joined the Dentsu Aegis Network. For more information, contact Merkle at 1-877-9-Merkle or visit [merkleinc.com](http://merkleinc.com)

## NAVISTONE

NaviStone® is breaking new ground acquiring customers for our clients; adding the high response power of direct mail to the insights provided by web browsing behavior that traditionally drives retargeting display ads. NaviStone tracks the site behavior of previously unidentifiable browsers and matches 60-70% of them to accurate Postal names and addresses, in a privacy compliant way, allowing you to send highly personalized direct mail communications to new prospects who are "ready to buy." Consumers today provide companies with more data than ever before. They expect companies to use that data to understand what they want and when they want it. Well managed web browsing data allows you to reach a unique, engaged audience with a personalized message, at just the right time – a true "first mover advantage." NaviStone helps you leverage that advantage, either via our turnkey postcard program, or as a data feed to your existing direct mail campaigns. [navistone.com](http://navistone.com)

## OLSON 1TO1

Olson 1to1, a division of ICF Olson Group, is a full-service, end-to-end provider of loyalty and CRM solutions for clients in a variety of verticals, including retail, consumer packaged goods, hospitality, travel and tourism, and restaurants. Founded by pioneers in the loyalty industry, Olson 1to1 has been disrupting the loyalty provider space since 2008 and is the youngest firm named in the Forrester Wave™ list of leading loyalty providers. Today, our team of loyalty and CRM experts provide strategy, technology, analytics, creative and marketing operations services to industry-leading clients including Advance Auto Parts, ALDO, Amtrak, Best Buy, Darden Restaurants, Citi, Hyatt, Luxottica Retail, Toys"R"Us and Wyndham. [olson1to1.com](http://olson1to1.com)



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\*E-commerce, by revenue

## OPTIMOVE

Optimove is the Science-first Relationship Marketing Hub, used by over 250 customer-centric businesses to drive measurable growth by scaling customer engagement. Optimove combines the art of marketing with the science of data to autonomously generate actionable insight, empowering marketers to deliver highly-effective personalized customer marketing campaigns across multiple channels. The company's unique technology suite helps marketers maximize customer spend, engagement, retention and lifetime value. Optimove is used by leading brands of all sizes, including 1-800-Flowers, Stitch Fix, Deezer, Glossier, eBags, Lucky Vitamin, Happy Socks, Freshly and many others. [optimove.com](http://optimove.com)

## ORACLE DATA CLOUD

Oracle Data Cloud operates the BlueKai Marketplace, the world's largest audience data marketplace. Oracle Data Cloud is the leading global Data as a Service (DaaS) solution, offering access to more than \$3T in consumer transaction data, 5B+ global IDs and 1,500+ data partners. Oracle Data Cloud integrates that data with more than 400 media and adtech partners. At Oracle Data Cloud, we are all about helping our customers connect more deeply with their customers. For more information and free data consultation, contact The Data Hotline. [oracle.com/thedatahotline](http://oracle.com/thedatahotline)

## QUAD/GRAPHICS

Quad/Graphics (NYSE: QUAD) is a marketing services provider that helps brand owners market their products, services and content more efficiently and effectively by using its strong print foundation in combination with other media channels. With a consultative approach, worldwide capabilities, leading-edge technology and single-source simplicity, the Company has the resources and knowledge to help a wide variety of retail clients. Our expertise in the retail marketing space provides our clients with strategies to create compelling content from data, uncover true consumer insights and use that insight to determine how prospective customers might consume media. We expertly identify new prospective customer groups, recommend data driven creative, and develop winning contact strategies. Quad/Graphics provides a diverse range of print and related products, services and solutions from multiple locations throughout North America, South America and Europe, and strategic partnerships in Asia and other parts of the world. [qg.com](http://qg.com)

## REDPOINT GLOBAL

RedPoint Global provides market-leading data management and customer engagement technology that empowers organizations to optimize customer value and deliver their brand promise with high contextual relevance across all touchpoints. The RedPoint Customer Engagement Hub delivers a unified view of each customer, in-line analytics to determine next-best actions, and intelligent orchestration to personalize engagement across the enterprise. Leading companies of all sizes trust the RedPoint Customer Engagement Hub to power their customer engagement strategy and drive profitable revenue growth. [redpointglobal.com](http://redpointglobal.com)

## RRD MARKETING SOLUTIONS

It's the age of the customer. More than ever before, consumers are at the heart of marketing strategies and messaging. They're informed and empowered, and they have high expectations for a personalized experience. RRD Marketing Solutions helps brands optimize engagement with their customers across all touchpoints – online, offline and onsite. The group activates marketing resources in the most impactful way, through a combination of predictive insights, inspired content and meaningful interactions. [ms.rrd.com](http://ms.rrd.com)

## RUBIKLOUD

Rubikloud is the world's leading machine learning platform for retail. Our full-stack, cloud native platform, and two flagship applications automate and improve mass promotional planning and loyalty driven marketing for our multi-billion dollar retailers. We target mission-critical business problems by analyzing large amounts of data from multiple legacy sources as well as new and offline systems. This empowers retailers to take tangible actions with powerful results. [rubikloud.com](http://rubikloud.com)

## SELLIGENT MARKETING CLOUD

Selligent Marketing Cloud is a marketing automation platform that enables B2C brands to engage consumers across all critical channels. Built for the relationship marketer, Selligent Marketing Cloud is the only marketing cloud built on a single code base, featuring artificial intelligence and a Customer Data Platform with a universal consumer profile at the core of every action. More than 700 brands across retail, travel, automotive, publishing, and financial services rely on Selligent Marketing Cloud's proven platform. With 10 offices across the United States and Europe and more than 50 agency partners, Selligent Marketing Cloud serves over 30 countries with local, personalized service. [selligent.com](http://selligent.com)

## SESSIONM

SessionM is a customer engagement platform empowering the world's most innovative brands to forge stronger and more profitable customer relationships. The platform scales for the enterprise, globally. SessionM is funded by General Atlantic, Salesforce Ventures, Charles River Ventures, Highland Capital, Kleiner Perkins Caufield & Byers, Causeway Media Partners and Commerce Ventures. [sessionm.com](http://sessionm.com)



## SPC

SPC is an award-winning, single-source direct marketing resource, providing high volume, data-driven direct mail and loyalty marketing solutions to Fortune 500 marketers. Our clients in retail, automotive, financial services, healthcare, travel and hospitality have come to depend on our lean, innovative, results-oriented approach. Family-owned and independent, we apply an entrepreneurial and collaborative approach to every program, ensuring the best quality and ROI for your marketing communications. Our focus on quality, craft and creativity let us help solve the problems standing between clients and their marketing goals. The SPC team works in partnership with marketers, with particular strengths in mail stream and data efficiency, and data use and personalization—helping to envision and build the future of direct mail. [specialtyprintcomm.com](http://specialtyprintcomm.com)

## SPEEDEON DATA

Speedeon Data enables leading retailers to achieve direct marketing success in a data-driven world by driving actionable insight, timely and impactful customer engagement, and measurable results. We combine a solutions-focused approach with proven expertise in data analytics, data processing, and direct marketing. Speedeon Data partners with leading digital, mobile and offline data providers, in order to provide clients access to most accurate and comprehensive contact data, mover and other life stage data, and demographic and other lifestyle data. Speedeon Data delivers the highest quality data, through innovative data solutions, which include: Data Modeling and Analytics, Mover Marketing Programs, Data Append Services, including Reverse Phone and Email Append, Data Optimization and Advanced Hygiene Solutions. Our comprehensive data sources and advanced data technologies facilitate omnichannel engagement across direct mail, email, mobile advertising, point-of-sale, telemarketing, and other direct marketing channels. With Speedeon Data, your success is data driven. [speedeondata.com](http://speedeondata.com)

## SYNCHRONY

Synchrony (NYSE: SYF) is a premier consumer financial services company delivering customized financing programs across key industries including retail, health, auto, travel and home, along with award-winning consumer banking products. With more than \$130 billion in sales financed and 74.5 million active accounts, Synchrony brings deep industry expertise, actionable data insights, innovative solutions and differentiated digital experiences to improve the success of every business we serve and the quality of each life we touch. More information can be found at [synchronyfinancial.com](http://synchronyfinancial.com) and through Twitter: @Synchrony.

## TOWERDATA

Since 2001, TowerData has made it easy for marketers to access the data they need to better engage the customer behind the email address. Our suite of email services allows you to enrich, clean and expand your email list via a real-time API or automated file processing. TowerData's services include: 1)Email Intelligence – Better understand, segment and target your subscribers by adding demographic, household, purchase, interest and activity data to your email addresses; 2)Email Validation – Increase your inbox delivery rate and avoid spam filters by cleaning your email list of invalid and fraudulent email addresses; 3)Email Append – Expand your marketing reach by matching email addresses to your postal file in order to take advantage of benefits of email marketing or custom audiences via Facebook, Twitter and other advertising networks. [towerdata.com](http://towerdata.com)

## VERACENTRA

In today's omni-channel world, there's no shortage of data. And marketers everywhere want to use it to implement more modern customer engagement strategies. But the inability to get access to silo customer data, or using outdated technology tools, and even implementing different tactics can create obstacles that prevent marketers from maximizing the value of their customer relationships. That's where we come in. VeraCentra helps marketers overcome data, technology, and new technique challenges that keep them from achieving their customer engagement goals. We've made it our mission to pave a path so marketers can advance and thrive. We provide easy-access Customer Data Hubs. We represent best of breed Cross Channel Engagement Platforms (so marketers get the right fit) and offer the Technical and Marketing Services that guarantee marketers get speed to value and quick win ROI from their technology investments. VeraCentra delivers these solutions with an unmatched wholehearted approach that brings personalized support, care, and service to every client. At VeraCentra, our clients' success means everything to us. This is why some of the worlds most admired brands work with us. And why many of our client relationships span more than a decade. Become a VeraCentra client and claim a personal victory over data and technology constraints. [veracentra.com](http://veracentra.com)

## VIBES

The Vibes Mobile Engagement platform enables marketers to deliver compelling and profitable mobile engagement conversations— all through a single interface. By being the leaders in mobile marketing for over 20 years, Vibes has partnered with more than 150 global brands, including Gap, Amazon, Discover, The Home Depot, Chipotle and Lane Bryant, to run sophisticated mobile marketing campaigns across SMS, MMS, mobile wallet, push and other messaging channels. [vibes.com](http://vibes.com)



## WILAND

Wiland is a leading marketing intelligence company, serving thousands of the nation's top companies and organizations. The Wiland Database houses billions of transactions from thousands of brands spanning many markets and industries, giving us unprecedented visibility into consumer spending and interests. Leveraging this data and our proprietary Response Prediction Technology™, Wiland delivers highly responsive online and offline marketing audiences, customer optimization, and actionable business intelligence—driving incremental sales and profit for our clients. [wiland.com](http://wiland.com)

## YES LIFECYCLE MARKETING

Yes Lifecycle Marketing is a cross-channel marketing communications and analytics solutions provider who relentlessly pursues the transformation of brands into insights-driven businesses. We work with brands to turn data into action, by linking insights and continuous learning, leveraged across every customer interaction, generating superior results. With Yes Lifecycle Marketing's combination of people, technology, and data, brands are then empowered to make better, smarter, and faster decisions. [yeslifecyclemarketing.com](http://yeslifecyclemarketing.com)

## ZETA GLOBAL

Zeta Global is a Customer Lifecycle Marketing Company that helps the world's leading brands acquire, grow, and keep customers by leveraging AI, machine learning, data, and analytics for consumer driven results. We offer a perfect solution for large enterprises, focused on measurable results in acquiring or retaining customers in consumer products, retail, financial services, or the transportation and hospitality industries. Our managed service options appeal to companies who use third parties for digital marketing execution. Our key differentiator is our aggressively data-driven approach to cross-channel, cross-device marketing optimization, enabled by a massive proprietary database, delivered with professional support. Our marketing platform, ZetaHub, offers comprehensive, multichannel marketing solution to unify and unlock data and drive returns on marketing investment. [zetaglobal.com](http://zetaglobal.com)



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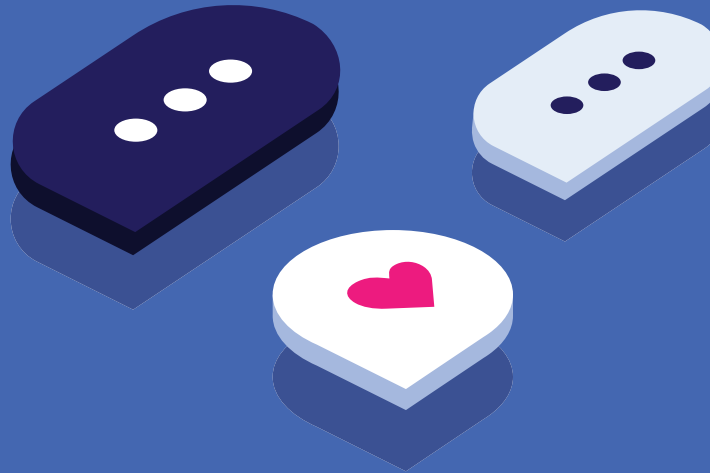
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