

THOUGHT LEADERSHIP CONFERENCE

RETAIL EVENT

TLC18.CA

WHO PUTS ON THIS CONFERENCE

The conference is put on by the School of Retailing which is a centre within the Alberta School of Business at the University of Alberta.

The centre is industry funded by our partners and helps create opportunities for students, retailers, and industry to connect and grow.

schoolofretailing.com
tlc18.ca
retailweek.ca
sorconsulting.com



GETTING HERE

The conference is at the Fantasyland Hotel located at West Edmonton Mall.

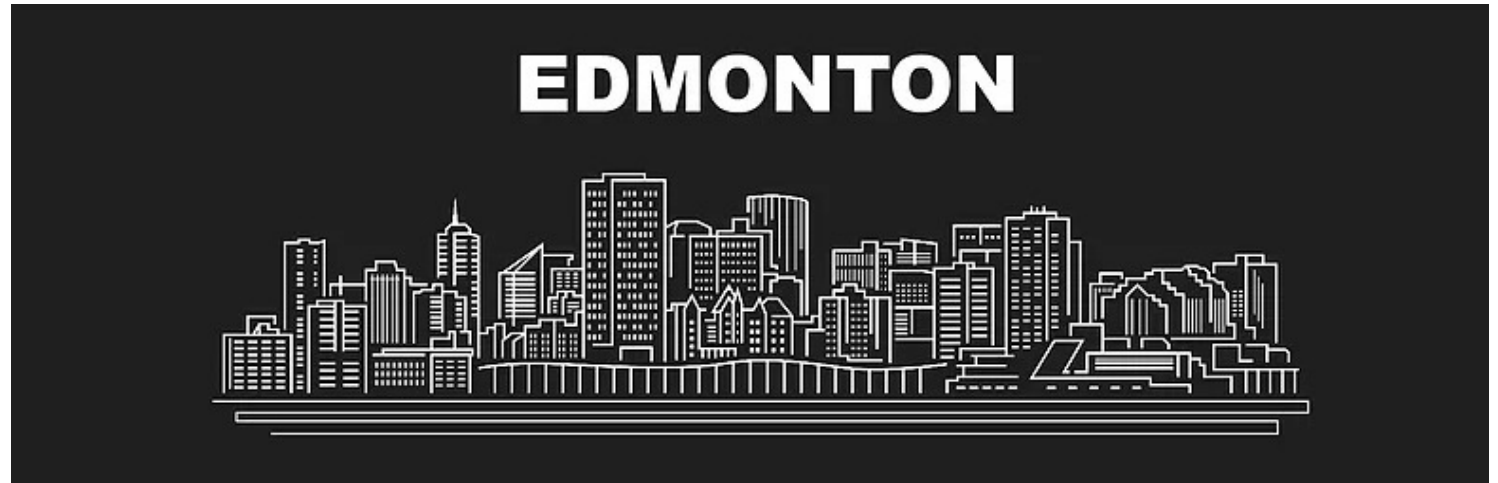
We have a special hotel rate, when you call just mention you are with the conference.

Any issues e-mail salsbury@ualberta.ca

The conference is on
March 9th
7:30am to 4pm

We have other events taking place
March 8th

We have mall tours, private shopping events, our welcome reception, and more. These events can be registered for separately on our website.



WHO IS ATTENDING

The conference attracts attendees from Canada with some attending from California and New York. Retail and Real Estate professionals love the event because we provide amazing speakers to discuss industry facing topics that are relevant right now.

Most of our attendees are senior executives however we encourage store managers, students, and start-ups to attend.

If you would like to join us you can find the ticket details at

tlc18.ca



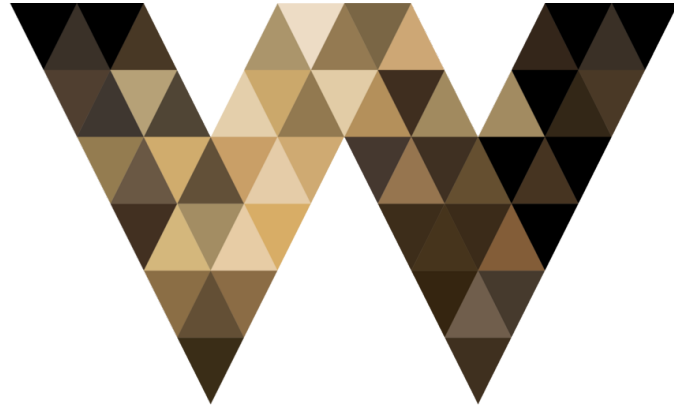
SPONSORS



TITLE
SPONSOR

Alipay, the mobile payment processing service that emerged from Chinese e-commerce giant Alibaba, is expanding its Canadian presence.

The company is partnering with mobile payment app SnapPay in a move that will allow Alipay's 520 million global users to use their Alipay mobile wallets to pay for products and services at participating Canadian merchants that accept SnapPay both in-store and online.



WEST EDMONTON MALL

VENUE SPONSOR



RBC
Royal Bank

NETWORKING SPONSOR

AWARD RECIPIENT

A man with dark, curly hair is smiling and leaning back on a white motorcycle. He is wearing a grey suit jacket, a blue and white checkered shirt, and a blue tie. A white measuring tape is draped around his neck, with numbers visible. He is also wearing brown leather gloves and a watch. The background is a plain, light grey.

INDOCHINO

MADE TO MEASURE



DREW GREEN, CEO, INDOCHINO

The University of Alberta, Alberta School of Business, and School of Retailing are thrilled to announce Drew Green, CEO of Indochino, as the recipient of the Innovation in Retailing Award. This award will be presented by the School of Retailing at the Fourth Annual Thought Leadership Conference held at West Edmonton Mall on March 9th, 2018.

The Innovation in Retailing Award recognizes a retail industry professional who has made extraordinary contributions in advancing innovation in the sector.

Previous winner of this award includes Bryan Pearson, President & CEO of LoyaltyOne in 2016. The award alternates between Innovation and Leadership. The 2017 Award recipient was Toni Galli, President of H&M Canada.

Drew Green is an award winning entrepreneur and expert in managing fast-paced, high-growth companies. A visionary leader, Green has created one of the world's fastest growing apparel brands. Through a commitment to an experience-based omni channel commerce strategy, INDOCHINO has expanded its retail network across North America to include 19 showrooms and dramatically increased its product assortment to become the undisputed global leader in custom apparel.

Media Contact: retail@ualberta.ca

SPEAKERS

The logo for LUSH FRESH HANDMADE COSMETICS is displayed on a black background. The word "LUSH" is in a large, bold, white sans-serif font. To its right, the words "FRESH", "HANDMADE", and "COSMETICS" are stacked vertically in a smaller, white, all-caps sans-serif font.

ME GLOBAL

Established in 2004 with offices in Edmonton and Dubai, ME Global has been instrumental in the development of business across many different private and public sectors. The strength of ME Global comes through its affiliation and partnership with local experts and global agencies that are best-in-class within their field.

Whether working with government parties on a multitude of trade missions or different retailers on setting up their strategy for growth, ME Global is proud to have done so much with a team of in-house experts that provides the expertise required to accomplish the task at hand. GCS have also signed strategic alliances with the international consultants, such as retail design and brand identity Firm, King-Casey, and is licensed by a leading franchising consulting firm, IFranchise Group, servicing clients such as Starbucks, Tim Hortons, McDonald's, Ace hardware, Subway, just to name a few.

Our experienced professionals can help our client structure and negotiate terms and conditions of operation and management contract, and recommend and implement the proper strategy to reach the customers' set objective. Our technology team devise and offer solutions to retailers that allow more efficient ways to deliver brand essence and increase customer engagement, and get them both closer to consumers in a way that was not previously possible.

ZIAD KADDOURA, DUBAI DIRECTOR, LUSH MENA

Ziad Kaddoura, Managing Partner of ME Global, started his career in Florida in 1988 as a business consultant within the food and beverage and retail industry, focusing on everything from investment strategy to business development, managing the development of franchises including Checkers and Stars Cleaners, and retail commercial malls. He moved back to the Middle East in 1993 where he worked with McDonald's Corporation as a marketing, PR, and research manager, responsible for the introduction and development of the brand across the Middle Eastern region.

In 2000, Ziad joined the Mars Corporation as Food Business Development Director, where his role focused on setting up and developing the food division thru a multi-functional team, including Sales, Retail, Marketing, R&D, Human resources and manufacturing. Ziad launched Global Consulting Services in 2004 in the UAE, expanding to Saudi Arabia and Canada (as ME Global Consulting Services), few years later. Ziad has been instrumental in directing and advising companies from around the world with the development of their businesses in different regions, leading to the opening of hundreds of Food and Beverage, Hotels, Retail brands and outlets, and several factories.

His Canadian experience has led him to work with Government of Alberta and Ontario, as well as the City of Edmonton, in conducting trade missions to the Middle East, leading Canadian delegates from several industries, from Retail to Real Estate to Oil and Gas.

RAAS INSTANT RETAIL

At RAAS™ we are focused on building a platform, service and community catered to the creators and innovators of our time. By reducing the barriers of entry of shop ownership - long term leases, expensive build outs, and introducing turn-key storefronts at prime locations worldwide. That paired with support, technology, and additional services to enable our creators to have a voice in the ever changing retail landscape.

Making it as easy as clicking a button to opening and selling your brand. We refer to this as Retail As A Service™

RAAS

INSTANT RETAIL

MARK GHERMEZIAN, NEW YORK CEO, RAAS INSTANT RETAIL



Mark Ghermezian is the founder and CEO of RAAS, a platform focused on reinventing shop ownership by reducing all barriers of entry. Through community, experiences and technology RAAS is providing a platform for all emerging and local brands to unleash their creativity. Most recently Ghermezian served as the CEO of Braze (formerly Appboy) for 9+ years. Today Braze is a global leader in lifecycle engagement technology. With Ghermezian at the helm, Braze has grown into one of the largest technology players for marketers that exists today. Ghermezian has been instrumental in creating, and pioneering an entirely new category of CRM technology for marketers.

Ghermezian is also a General Partner at T5 Capital, an investment firm focused on early stage technologies across verticals, leading investments in over 35 companies including Nutanix, where he serves as a founding investor, as well as Rubrik, Thoughtspot, Outreach.io, and Wag. Ghermezian sits on the board of Zedge, which recently reached IPO and is one of the fastest growing mobile apps, with over 20MM monthly active users.



CRAIG PATTERSON
EDITOR-IN-CHIEF, RETAIL INSIDER
CEO, RETAIL INSIDER MEDIA



THIS OPEN SPACE

The Airbnb of commercial real estate spaces across North America.

YASHAR NEJATI, SAN FRANCISCO
CO-FOUNDER & CEO

KINETIC COMMERCE

Kinetic is a retail innovation lab with offices in NYC / Toronto. Our Kinetic Commerce platform empowers retailers to bring digital and physical retail together with a suite of connected commerce solutions — from mobile and tablet apps for customers and associates to endless shelves and connected fitting rooms.

Having served as COO for the first 6 years with the company - my expanded role as Chief Commercialization Officer now includes direct leadership of Business Development, Partnership Development and Commercialization of our Kinetic Commerce Platform.

Kinetic Commerce was co-designed with the CEO's, CMO's and CIO's of global retailer players such as Aldo, Indigo Books & Music and Ivanhoe Cambridge - allowing us to rapidly roll-out these connected environment experiences faster and more flexibly than any other provider in the market.



Kinetic



CHRIS CARDER **FOUNDER & CHIEF COMMERCIALIZATION OFFICER**

Chris Carder co-founded ThinData Inc. in 1995 and serves as its Chief Executive Officer. Mr. Carder is a Co-Founder and Chief Commercialization Officer of Kinetic Café Inc. He serves as an Advisor of Sky Motion Research Inc.

Over his career, he has worked to guide more than 50 top Canadian companies in their digital marketing and operations, been recognized as a member of the Young President Organization (YPO), is an active speaker on business innovation and also served on the advisory board for RedFlagDeals, prior to its acquisition by the Yellow Pages Group. Mr. Carder serves as Co-Chair and Director of the International White Ribbon Campaign's Board of Directors. He serves as Member of Advisory Board at Wirkn Inc. He is also a two-time Canadian New Media Awards winner for Employer and Volunteer of the Year.

BOUNCE BOX

BounceBox is the easiest way to offer same-day delivery to customers, one of the biggest pain points in retail. Through crowd-sourced drivers, selectable delivery windows, and to-the-minute arrival notifications, BounceBox turns delivery into a reason why shoppers buy from our retail partners. BounceBox was founded in September 2017 by two Edmonton Startup community veterans, looking to bring retailers and shoppers closer together. Long-term plans include autonomous delivery, mall partnerships, and North American expansion.



CHRIS FLETCHER, EDMONTON CEO, BOUNCE BOX

Christopher Fletcher was born and raised as a die-hard Edmontonian, and has spent over 10 years in technology and 5 years in retail-serving startups. Most recently, Christopher supported Granify, an artificial intelligence service that converted online shoppers.

Clients included HSN, Topshop and some of the world's largest department stores. Research in over a billion online shopper sessions concluded that the greatest pain point in online shopping is delivery, and Chris set out to solve that with BounceBox. Chris supports the local Startup community and advises early-stage and scaling companies.

MIKE KEHOE FAIRFIELD COMMERCIAL

Michael Kehoe founded Fairfield Commercial Real Estate in 1991 providing retail real estate consulting and leasing services to Canada's leading building owners and retailers. Broker and owner, Mr. Kehoe, has a proven track record of success in the commercial real estate field and has more than 42 years of experience working as a commercial real estate broker, shopping centre manager, retail real estate leasing representative, and shopping centre marketing director.

He has specialized expertise in retail real estate leasing for shopping centres, and main street / urban business districts and is the creator of "The Retail Real Estate Leasing Program."

Mr. Kehoe has an international reputation as an authority on retail real estate and is frequently quoted in the media such as the Globe and Mail, New York Times, and the Calgary Herald. He delivers expertise and decision-making assistance to business, government, and investment leaders around the world

Mr. Kehoe is currently the Ambassador and Government Affairs Chair for Alberta, Manitoba and Saskatchewan with the International Council of Shopping Centres.



LAURA SMYTHE DIRECTOR, TIFFANY & CO

Laura has progressive experience in retail management roles over the course of 15 years.

She began her career in frontline sales at GUESS and moved her way into Assistant Manager and Co Manager roles while studying at the University of Alberta. After completing her Bachelor of Commerce degree, Laura took on a Store Manager position at GUESS in 2007. She grew sales and developed training tools that were adopted by the company nationally. She was promoted to General Manager and not long after was leveraged to support training programs for all stores in Alberta and British Columbia.

Laura's passion for training and development, combined with her proven track record for brand protection and achieving sales goals earned her a promotion to Lead Training Manager for GUESS, Guess Accessories and Marciano. In this role, she acted as a liaison to GUESS' corporate office in Los Angeles and oversaw all training for British Columbia, Alberta, Saskatchewan, Manitoba and Quebec. Laura also created the selling ceremony that was adopted by Guess globally.

Laura joined Louis Vuitton to lead their Edmonton business and had her first of luxury retail management. She found herself back at GUESS in 2009 as a District Manager for the prairies overseeing 12 store and over 200 employees. Laura's district was honoured as the District of the Year in North America in 2012.

Laura joined Tiffany & Co. in 2013 to lead the Edmonton market as a Director. She has been leveraged to facilitate training for Tiffany across Canada and actively promotes retail as a lucrative career choice.



TIFFANY & Co.



YOUR HOST



EMILY SALSBURY-DEVEAUX
EXECUTIVE DIRECTOR, SCHOOL OF RETAILING
ALBERTA SCHOOL OF BUSINESS
UNIVERSITY OF ALBERTA

Emily Salsbury-Deveaux started her retail consulting company at the age of 16. She worked independently with large retailers, shopping centres, and real estate until 2013 when she was asked to consult for the School of Retailing.

In her time at the School of Retailing, she launched RETAILWEEK, the largest student career event in Canada taking place in 4 cities. She also started the School of Retailing Consulting Group which hired over 80 students since 2013 and led over 50 projects with the industry. She also launched the Thought Leadership Conference which is now in its 4th year.

In 2017, Emily expanded into the UPS Store, Wetzel Pretzel and is now opening her own clothing stores.

June 2018 will be her last month with the School of Retailing. She credits the growth of the centre to the amazing leadership she had by now Vice Dean, Kyle Murray, her current Director John Pracejus, the amazing staff at the University, the incredible Board of Advisors, and most of all the countless students who supported her.

She has chosen to move on from the centre, and cannot wait to help the next person continue to grow it.

www.emmydeveaux.com