



Warrington College of Business Administration  
David F. Miller Center for Retailing Education & Research

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TO: Prospective Seekers of Retail-Savvy Speakers/Consultants

RE: Anne Marie Stephen, CEO and Founder of KWOLIA

Hello. My name is Steve Kirn, and I am the Executive Director of the David F. Miller Center for Retailing Education and Research, here at the University of Florida. I have been in this position for six years, but previously spent over 30 years as an executive and consultant in executive education and development for companies including Sears, Marshall Fields, Saks Fifth Avenue, Kohl's, and other prominent companies. I gained a great deal of experience in developing conferences and other executive education programs, and I wanted to share a recent experience with you.

We recently held our 27<sup>th</sup> annual Retail Smarter conference in St. Petersburg, Florida – a symposium which attracts several hundred participants from both the U.S. and elsewhere each year. This year's opening speaker was Anne Marie Stephen and, as they say in baseball, she "knocked it out of the park".

I always look for both high energy and solid content when designing programs, and sometimes come up short on one side or the other. Not in this case! Anne Marie was fast-paced and engaging (key for opening presentations), and delivered great information at a tempo that reflected the dynamic, rapid-change environment of retail. She is an accomplished speaker, and blends concepts, content and images (still and moving) in a way that captivated the audience and captured the essence of the themes we wanted to explore at our conference. Her hour-long presentation flew by, culminating in some scenes of the future that simply blew people away. "Wow!" was the most common reaction!

I highly recommend her as a speaker, and also as "someone you should be talking to" if your interests are related to changing consumer behaviors, marketplace change, the impact of technology, the retail scene, or related areas. You will not be disappointed. I am happy to share more information if you would like. See contact details below.

A handwritten signature in black ink that reads "Steven P. Kirn".

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