

RETAIL INNOVATOR

awards 2017



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24 RETAIL EXECs NAMED 2017 RETAIL INNOVATOR AWARD WINNERS

During the 3rd Annual Retail Innovation Conference on May 10th, 24 leading retail executives were honored as Retail Innovator Award winners. In its 4th year, the Retail Innovator Awards honor business leaders who are embracing positive disruption in retail.

This year, *Retail TouchPoints* received more than 100 nominations for Retail Innovator Awards. Winners hail from a wide cross-section of industry segments and company sizes. Winners are disrupting the retail industry with new digital and omnichannel initiatives, workforce innovations, unique entrepreneurial concepts and much more.

We are thrilled to honor every one of the winners!

Debbie Hauss



Debbie Hauss
Editor-in-Chief
Retail TouchPoints

2017 RETAIL INNOVATOR AWARD WINNERS

4 CATEGORY: OMNICHANNEL

Anthony Luigs, The Home Depot
Edward Park, Guess
Bryce Phillips, evo
Dan Pingree, Moosejaw
Gregg Throgmartin, Fabletics
Martijn van der Zee, Suitsupply

6 CATEGORY: DIGITAL COMMERCE

Wayne Duan, Walgreens
Sid Jatia, Under Armour
Brita Turner, Godiva
Angelo D'Agostino, Wet Seal

7 CATEGORY: UX/CX

Ben Babcock, Jet.com
Aamir Baig, Article
Todd Latz, GoHealth Urgent Care

8 CATEGORY: TECHNOLOGY TRAILBLAZERS

Jason Morris, Walmart
Pam Sweeney, Macy's

9 CATEGORY: COLLABORATION/ OPERATIONS EFFICIENCY

Chad McIntosh, Bloomingdale's
Jamie Sommerfeld, EXPRESS
Jason McNary, agnes b.
Dennis Vandel, Foot Locker
(Champs Sports)

10 CATEGORY: LEADERSHIP/SOCIAL

Bob Infantino, The Rockport Group
Marc Joseph, DollarDays
Ido Leffler, Yoobi
Sam Sisakhti, UsTrendy
Marta Wohrle, Truth In Aging

2017 Retail Innovator Award Winners

CATEGORY: OMNICHANNEL



ANTHONY LUIGS

VP, Pricing, Assortment Planning & Merchandising Solutions, The Home Depot

Luigs drives innovation through a commitment to an interconnected customer experience. He is a key member of the omnichannel teams that innovate with pricing, assortment and merchandising technologies to improve enterprise performance and the shopper experience. Working with Clear Demand, The Home Depot has seen double-digit sales growth in certain product categories. Luigs also is involved with Usher's New Look, a non-profit that helps young people find the right path to leadership and career choices.



EDWARD PARK

SVP, Guess

Park is focused on the fusion of stores and digital channels. He was instrumental in implementing a true omni solution by leveraging existing assets (e-commerce, Facebook, stores) and mashing them up together so that each channel serves as a sales mechanism for the others. With the Radius8 solution in place, Guess was able to achieve a 250% increase in traffic, 60% higher average order value and 4X higher revenue per shopping trip.



BRYCE PHILLIPS

CEO/Founder, evo

Since evo's beginnings in 2001 and then exemplified again in 2005 with the company's first brick-and-mortar location in Seattle, WA, evo has always been about more than just selling widgets to customers. From the onset, the goal has been to bring like-minded individuals together who share interests and passions in various activities.

2017 Retail Innovator Award Winners

CATEGORY: OMNICHANNEL



DAN PINGREE

CMO, Moosejaw

In 2017 Pingree was named the Chief Marketing Officer for Moosejaw Mountaineering. Previously he served as the Vice President of Marketing since 2012. He oversees all the company's marketing initiatives including: SEM, SEO, Email, Photo, Video, Graphic Design, Content Production & Publishing, Social Media, Brick and Mortar marketing, catalogs, direct mail, A/B testing, and data analytics.



GREGG THROGMARTIN

President and General Manager, Fabletics

Throgmartin joined Fabletics in 2014 eager to tackle a new challenge. Having spent his entire professional life developing retail strategies for H.H. Gregg, he saw the potential for bringing the Fabletics experience to brick-and-mortar. With a 300% increase in new stores YOY, the brand saw retail growth of 644%. Same store comp sales have increased 21% in Q4 2016. Throgmartin was nominated by ICR Inc., a strategic communications and advisory firm.



MARTIJN VAN DER ZEE

Online Marketing Director, Suitsupply

Suitsupply is focused on providing a highly-customized experience for each customer across channels. Digital is central to Suitsupply's disruptive approach: the company views digital not as a channel, but as a radical shift in behavior. The brand has expanded to 70 stores worldwide, with 22 in the U.S. and an additional 15 new locations slated to open by mid-2017.

2017 Retail Innovator Award Winners

CATEGORY: DIGITAL COMMERCE



WAYNE DUAN

Director of Digital Commerce, Walgreens

Recognized as a subject-matter expert in the area of Omnichannel, Duan has successfully influenced and rolled out end-to-end customer programs such as Auto Reorder, Same Day Delivery and Ship-to-Store. A merchant-at-heart, he has influenced internally at the company and externally with the CPG supplier community to embrace digitally-influenced sales and increase the role of assortment curation.



SID JATIA

VP, Direct-to-Consumer Digital, Under Armour

Jatia is a business leader with a digital-first sensibility. He is leading initiatives that are driving customer experience, creating seamless shopping and connecting the brand with the consumer through data and innovative technologies. Currently, his team is focused on digital commerce growth with emphasis on Connected Fitness monetization, integrated retail, and cultivating and operationalizing new business models.



BRITA TURNER

Director of E-Commerce, Godiva Chocolatier, Inc.

Turner was charged with creating a luxury online shopping experience on Godiva's e-Commerce site. She implemented new functionality that interprets each click, site search and page view to present the most relevant products to each visitor. Godiva partnered with Reflektion to deliver key functionality in time for the 2015 holiday season. Instead of searching through multiple category trees or product labels, within a few clicks first-time shoppers are now presented with products that appeal to their individual interests and match their intent. Online conversion rates jumped 25% after the implementation; and tablet conversion is up 28%.

2017 Retail Innovator Award Winners

CATEGORY: UX/CX



BEN BABCOCK

Director of UX Research, Jet.com

Babcock and his team run user research tests across all shopping experiences at least every other day to validate design decisions and identify areas of improvement that may be interrupting a shopper's ability to perform core tasks. By getting continuous user feedback, Babcock is able to remove moments of friction from the shopping experience. Babcock used insights from in-person research and UserTesting to validate Jet's messaging, and discovered that shoppers were struggling to understand that "prices drop as you shop."



AAMIR BAIG

Co-founder and CEO, Article

Baig has worked with the other founders and his team to make the process of purchasing furniture extremely efficient and convenient. Working directly with manufacturers to design its furniture, Article delivers its products directly to the customer, eliminating inefficiencies and offering competitive prices by removing the layers seen in a traditional retail model.



ANGELO D'AGOSTINO

VP, Brand Marketing, Wet Seal, LLC

D'Agostino has a dedicated eye on various Social Media vehicles as the preeminent mouthpiece of the brand. With a background in Creative Design, Production and as a fine artist himself, he applies his varied skills to production — scripting, narrating and assembling teams together to help flesh out a vision that becomes a tactical, tangible and relatable campaign.

2017 Retail Innovator Award Winners

CATEGORY: UX/CX



TODD LATZ

CEO, GoHealth Urgent Care

GoHealth has designed award-winning retail centers with important patient-forward innovations and design elements, including: online check-in and queuing. The average NPS in healthcare is a low 17, while GoHealth continually achieves NPS of 87-90 — exceeding some of the most recognized consumer-focused businesses, such as Nordstrom, Costco and USAA.

CATEGORY: TECHNOLOGY TRAILBLAZERS



JASON MORRIS

VP, Retail Tech, Walmart

Morris has helped to implement and manage multiple initiatives, including WalmartPay and Scan & Go. He also has helped to implement the SUMO Push Platform, a cloud based notification platform that is leveraged by Walmart's Retail Tech and GeC, to drive purposeful alerting and communication to store associates. Within the first month, the platform sent 1.5 million pushes.



PAM SWEENEY

SVP of Logistics Systems and Technology, Macy's

Sweeney has been consistently recognized for her thought leadership in retail, her work at Macy's and most significantly RFID implementation. She has been a champion of the GS1 US initiatives under the leadership of Peter Longo, the recently retired President of Macy's Logistics and Operations, to drive critical end-to-end supply chain visibility and efficiency at Macy's. Macy's has been working closely with Tyco to achieve impressive results with RFID initiatives.

2017 Retail Innovator Award Winners

CATEGORY: COLLABORATION/OPERATIONS EFFICIENCY



CHAD MCINTOSH

Vice President of Asset Protection and Risk Management, Bloomingdale's

McIntosh implemented a SaaS-based employee training program from Axonify that is effectively delivering safety awareness to more than 10,000 employees. By using gamification, employees voluntarily choose to enter the platform and complete a few minutes of training. The program has saved the company \$10 million in safety claims and reduced claims by 41%.



JASON MCNARY

COO, agnes b.

McNary executed the launch of Hudson Bay Department Stores' first drop ship international client as agnes b. to launch the brand for the first time in Canada. The new business contributed to growth within the agnes b. North American business and created new jobs, new customers, new technology, and drove high level sales and margins for the company.



JAMIE SOMMERFELD

Manager, WFM & Merchandise Flow, EXPRESS

Focused on delivering a consistent customer and associate experience through a new workforce management platform, Sommerfeld included the C-suite and field organization in the rollout and implementation. Regional Managers trained store managers and associates in order to drive local ownership of the project. ROI was quicker than expected.

2017 Retail Innovator Award Winners

CATEGORY: COLLABORATION/OPERATIONS EFFICIENCY



DENNIS VANDEL

VP, Store Wages/WFM, Foot Locker (Champs Sports)

Vandel has worked to ensure the company's more than 40,000 associates across 3,383 stores worldwide are empowered to effectively meet the needs of in-store customers. He and his team utilize a sophisticated workforce management solution to help meet and exceed the new and expanding predictive scheduling mandates. Beginning in 2011, Foot Locker implemented JDA Workforce Management solutions across multiple store locations around the globe to balance associate schedule flexibility with an optimized labor schedule. As a result, overall employee engagement scores have increased.

CATEGORY: LEADERSHIP/SOCIAL



BOB INFANTINO

CEO, The Rockport Group

Infantino has demonstrated success year-over-year by achieving revenue, profit and market growth objectives. He has extensive experience in leading, developing and motivating teams towards common goals and objectives. In his career at Rockport, he has been successful in building relationships with colleagues to help achieve strategic goals. Since deploying SAP FMS, The Rockport Group (with brands Rockport, Dunham and Aravon) has been able to orchestrate responses to customer activity and order fulfillment in an increasingly complex Omnichannel wholesale and retail environment.



MARC JOSEPH

CEO/President, DollarDays International, Inc

DollarDays, through Joseph's vision, has become a leader on the Internet for promoting the social consciousness of a company. The strategy of "Giving back to your community" is helping to boost sales and keep existing customers loyal to the company. Joseph authored the book, "Secrets of Retailing...How To Beat Wal-Mart."

2017 Retail Innovator Award Winners

CATEGORY: LEADERSHIP/SOCIAL



IDO LEFFLER

CEO and Co-Founder, Yoobi

Leffler is a serial philanthropist with a passion for the Buy One Give One model. He started Yoobi putting into effect the Buy One, Give One model for affordable school supplies helping students in underserved school districts. For every Yoobi item purchased, a Yoobi item is donated to a student here in the U.S.



SAM SISAKHTI

CEO, UsTrendy

Sisakhti is the founder and CEO of UsTrendy and Founder and Director of Believe in Yourself. He was named Boston Magazine's Most Promising Innovator, Mass High Tech's Next Generation of Entrepreneur, and Internet Retailer's Top 10 Most Effective Social Media Marketers. UsTrendy is an independent fashion marketplace with more than 20,000 sellers from 100 countries.



MARTA WOHRLE

Founder & CEO, Truth In Aging

Wohrle does not have a background in retail or beauty. She leveraged her extensive experience in digital business development and content creation to create a trusted and authentic voice in e-Commerce. Truth In Aging has cracked the code of content, community and commerce. The unique business sells products tested and endorsed by community members for at least 30 days.



Retail TouchPoints is an online publishing network for retail executives, with content focused on optimizing the customer experience across all channels. The *Retail TouchPoints* network is comprised of a weekly e-newsletter, special reports, web seminars, exclusive benchmark research, an insightful editorial blog, and a content-rich web site featuring daily news updates and multi-media interviews at www.retailtouchpoints.com. The *Retail TouchPoints* team also interacts with social media communities via Facebook, Twitter and LinkedIn.

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***Retail TouchPoints* also honors retail companies during the year, through other awards programs:**



Store Operations Superstar Awards



Customer Engagement Awards