

28 RETAIL EXECUTIVES RECEIVE 2018

RETAIL INNOVATOR AWARDS



retail
TouchPoints[®]
SPECIAL REPORT

RETAIL INNOVATOR
awards 2018

RETAIL INNOVATOR

awards

2018

It was a great year for disruption in the retail industry. We received more than 100 nominations for 2018 Retail Innovator Awards (RIA) and are announcing 28 winners.

Each year we are impressed by the innovative and unique strategies, technologies and ideas retail executives launch into the increasingly competitive retail marketplace. Undeterred by talks of a "Retail Apocalypse," these pioneers are forging forward with long-term sustainability as their goal.

This year our winners are grouped into seven categories:

- 💡 TECH INNOVATOR
- 📊 DATA GURU
- ⚙️ OPERATIONS OPERATIVE
- 👑 LOYALTY LEADER
- 📱 MOBILE MOGUL
- 🌟 INFLUENCER MARKETING PRO
- 💥 DISRUPTOR

You'll be inspired and motivated by the results the 2018 RIA award winners have achieved. We were!



Debbie Hauss

Debbie Hauss
Editor-in-Chief



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Charles Brown

President
The Source

💡 TECH INNOVATOR

Brown has been focused on creating a **customer-first experience** that fits the way people shop today and can continue to meet their needs in the years to come. He has doubled down on The Source's retail strategy as part of a complete business transformation — including an accelerated store renovation schedule, strengthened e-Commerce focus and brand repositioning. As a result, both overall satisfaction and likely-to-return scores have jumped five percentage points since The Source renovated; and it has seen a **15-point jump** in customers recommending the retailer to family and friends. Additionally, The Source has developed a unique virtual reality activation that allows shoppers a 360-degree sneak peek of their new stores as they are being renovated. The VR activation has been in place at a number of stores and can be viewed online [here](#).



Clay Johnson

CIO
Walmart

💡 TECH INNOVATOR

Clay Johnson has implemented technology, data and design to digitally transform the Walmart associate experience. Walmart uses technology to ensure that store and corporate associates have access to secure digital solutions that empower them to excel at their jobs, including the following: The rollout of **Facebook Workplace** for Walmart associates, a new business chat and collaboration where associates can share pictures with other stores of a particular product display, broadcast news via the live video stream and manage communications between different geographies; Offering the **"My Productivity" app** to every in-store management team across the U.S., where associates can gain access to sales, replenishment, warehouse and other data in real time to keep the business running efficiently; and **Process automation using AI** in finance, HR, real estate, governance and compliance, food safety, manufacturing, oil and gas and others. This digital transformation, centered around people, is empowering the current and future workforce of the world's largest retailer, all while reducing enterprise expenses.



Chris McCann

President
1-800-Flowers.com Inc.

💡 TECH INNOVATOR

Christopher G. McCann, also known as Chris, has been the President of 1-800-Flowers.Com Inc. since September 2000 and its Chief Executive Officer since June 30, 2016. Under his leadership, 1-800-Flowers.com has been a leading innovator in retail, implementing numerous new initiatives around **AI, voice search, machine learning and intelligent agents**. McCann is responsible for overseeing operations of its tele centers and franchised stores and for its Interactive Services Division. From 1988 to September 2000, he served as Senior Vice President of 1-800-Flowers.Com. He was its President also. He has been a Director of 1-800-Flowers.Com Inc. since 1976. Prior to his association with 1-800-Flowers.com, Mr. McCann served as President of Flora Plenty. He has been a Director at 1-800-Flowers.Com Inc. since its inception in 1976.



Shane Sampson

Chief Marketing &
Merchandising Officer
Albertsons

 DATA GURU

Shane Sampson was looking to improve the customer experience in Albertsons grocery stores. With the help of Symphony RetailAI, Albertsons is now able to quickly identify trends and adapt to them. The retailer is **utilizing customer data and insights to focus on strategic partnerships with suppliers**, which drives customer-centric capabilities. Albertsons has developed a process that **responds quickly to consumer trends** with popular products and uses that customer information to spur decision making in order drive innovation and better connect with the consumer. Sampson is leading the charge to ensure that Albertsons engages the customer at every stage, and with everything the retailer does. By utilizing Symphony RetailAI solutions to analyze customer data and insights, Albertsons Cos. has **unlocked unprecedented incremental sales** and revenue opportunities.



Aaron Bernstein

Senior Director,
Insights & Advocacy
Walmart

 DATA GURU

Bernstein applies cutting-edge approaches using **Artificial Intelligence** and new **data analysis** methods to understanding public needs and trends, such as deriving consumer retail insights from unstructured data. Through his leadership, Walmart has been leveraging innovative tech such as Natural Language Processing to read millions of news articles, blog posts, and company profiles to identify salient trends. Through this research, Bernstein is capturing and providing context for the most resonant trends at scale by **combining the public narrative with investment data**; this enables Walmart to make informed strategic business decisions and “peek around the corner” for opportunity and risk areas. Projects led by Bernstein also leverage hundreds of thousands of open source discussions, mining authentic voices from places like parenting blogs, to provide context to the data that is collected by Walmart weekly from more than **140 million shoppers**. This unique consumer insight gives Walmart a deep understanding of customer behavior.



Luke Chatelain

VP of Innovation
West Elm

 DATA GURU

Chatelain helps to create digital strategy and disseminate solutions for business, e-Commerce and mobile to successfully move the brand forward, benefiting both the customer and organization. He joined West Elm in 2016 and has over a decade of measurable experience in product development, digital marketing, market research, **competitive analysis** and **building online communities** for startups and Fortune 500 brands including Nike, Samsung, Vespa, Walmart, Unilever and Facebook. A former molecular biologist turned analytics-driven digital strategist, Chatelain’s work focuses on value creation and user retention, quickly iterating in the development process to forge new paths to success as challenges arise. He cut his teeth in the digital and mobile space working for product-focused, forward-thinking agencies like R/GA, where he helped concept and deliver mobile and social strategy for Nike.com; and startups like Olapic. His work has been showcased at national events including the Google Chrome Developer Summit, Google I/O, and Facebook F8.



Erin Estelle

Marketing Director
99 Cents Only Stores

DATA GURU

Until 2013, 90% of 99 Cents Only Stores' marketing budget was spent on print newspaper ads. Estelle spearheaded a complete overhaul of the company's customer segmentation, digital marketing and promotional efforts. She defined areas where additional data was needed, and she applied new **data-driven insights in a hyper-targeted way** that resulted in new business and increased sales. Estelle invested in a comprehensive **data intelligence platform** across all stores to guide a hyper-targeted promotional approach and customized retail experience. She partnered with Pinsight Media to use first-party, network-level mobile data to help her develop a more targeted multi-layer, multi-media approach. Under Estelle's marketing direction, the company has seen **double digit comp traffic increases** year-over-year in many regions. In December 2017, the company also released its Third Quarter Fiscal 2018 Highlights, including: Net sales increased to \$553.6 million, up 10.7% compared to the prior year; and Same-store sales increased by 11.3%.



Ian Marquis

E-Commerce Manager
Stonewall Kitchen LLC

DATA GURU

Stonewall Kitchen started out of a New Hampshire farmers market in 1991 and has grown to become an international specialty foods retailer with more than 450 products and a team of 500 employees. Recently Marquis helped to overhaul the company's previously antiquated web site and launched **mobile and data analytic capabilities** with Salesforce Commerce Cloud and Einstein Analytics. With Salesforce, Marquis has helped Stonewall Kitchen connect with consumers via mobile sites, social media, e-Commerce marketplaces and in physical stores, significantly increasing mobile site visits, conversion rates, and overall transactions. The AI capabilities help **solve for 'empty cart syndrome'**, providing shoppers with personalized product recommendations if their cart remains empty for a certain amount of time. Overall, the company has seen 83% of these suggested products added to a shopper's cart. Predictive recommendations have resulted in \$182,000 in attributable revenue. Overall, AI technology has generated approximately 10% of the company's year-to-date product revenue.



Aaron Sanandres

CEO and Co-Founder
UNTUCKit

DATA GURU

Until UNTUCKit introduced the untucked shirt, most men were untucking, but with shirts that just didn't look good untucked. CEO Aaron Sanandres and co-founder Chris Riccobono launched with 15 types of tailored shirts sold online. Today, UNTUCKit has more than 20 brick-and-mortar stores and is continuing a rapid growth. As a digital native UNTUCKit is accustomed to receiving analytics based on their customers' online shopping behavior. Now that they have entered the physical space they want the ability to collect these powerful insights to **create an optimal personalized shopping experience**. Working with SATO Global Solutions, UNTUCKit rolled out technology that will use **data collected by RFID chips** on men's shirts, traffic counters and other in-store data points to track customer behavior in stores based on the movement of merchandise. As a result, UNTUCKit is working with sales associates to identify customer needs faster, improve in-store sizing, and optimize the merchandising mix.



Alexandre Hubert

Senior Director, IT
Strategy & Logistics
Browns Shoes

⚙️ OPERATIONS OPERATIVE

During his tenure at Browns Shoes, Hubert has completed five **major strategic projects**: 1) Re-engineered Browns distribution function by designing and implementing a new 75,000 sq. ft. DC, including an Order Sorter and Retrieval system; 2) Selected, designed and managed the implementation of a new DOM/OMS from OrderDynamics, a WMS from Solochain, and a WCS from Knapp for Browns Shoes DC; 3) Reduced operational cost for e-Commerce orders by more than 50%; 4) Implemented new transportation strategies which enabled Browns to reduce time-to-market for key products while reducing overall transportation cost by more than 10%; and 5) Built the IT Strategy and Logistics department from the ground up. Hubert worked with OSF Commerce to interconnect the OMS with Salesforce Commerce Cloud. This new function lets the retailer leverage inventory from any location (stores through to DC's), to facilitate ship-from-store. Browns Shoes now has **real-time online inventory visibility**.



Sahal Laher

Chief Digital Officer
and CIO
Destination XL
Group, Inc.

⚙️ OPERATIONS OPERATIVE

Sahal Laher has driven the adoption and implementation of DXL's **next-generation data command center** to capture and maintain robust product data for all SKUs across its DXL, Casual Male XL and Rochester Clothing retail brands. DXL was looking to implement a next-generation product content management strategy that would automate the tracking, workflows and alerts processes, while allowing various teams to collaborate more effectively and offer the scalability Destination XL needs as a growing business. DXL partnered with PlumSlice Labs to deploy the Product Experience Cloud to manage products across each of its brand channels. Working with PlumSlice, DXL has created a next-generation data command center where it can effectively capture and maintain robust product data for all SKUs across its retail brands. Prior to joining DXL in 2017, Laher was global CIO at Stride Rite Corp. He also held senior strategic consulting positions at Deloitte Consulting, Andersen Consulting and Data General Corp.



Romain Liot

COO
Adore Me

⚙️ OPERATIONS OPERATIVE

Liot has been instrumental in delivering new retail delivery innovation for Adore Me, the disruptive lingerie startup. In just six months, Adore Me has integrated and streamlined operations, launching a 130,000 sq. ft. DC. To compete with Amazon, Adore Me realized it needed to offer one-day or same-day shipping. The retailer has implemented an **automated order management process** and state-of-the-art warehouse technology, including Autostore and Sure Sort. Autostore features storage bins with robots stacked on top that deliver product to a person, called a "good-to-person" system. The Sure Sort, an automated sortation system, assigns the right product to the right order. This technology was built for postal sortation and Adore Me touts that it is the first company to implement the system within e-Commerce and retail. The new warehouse will be able to process and fulfill a higher volume of orders at a lower cost; and **staffing will be cut in half**.



Deb Roth

Sr. Director for
Process Improvement,
Retail Systems and
Omni Channel
Office Depot

⚙️ OPERATIONS OPERATIVE

Under her leadership, Roth developed Omnichannel solutions and enhancements that have **increased omni sales by 40+% year-over-year**. In order for new Omni Processes to increase speed to market, she championed the initiative of one application to process all customer orders for in-store pickup, ship from store and same day delivery. The process also included batch picking of orders to allow for a higher volume of orders to be picked quicker; new mobile dashboards to track daily progress and completion rates; and fulfillment of contract customer orders. Deb had a direct hand in developing and advancing a number of key innovations and deployments that help set Office Depot apart, including:

- Ship from Store program, leveraging its 1,400-store base as an extension of the Supply Chain;
- Same Day Delivery program rolled out to 22 markets;
- Buy Online Pickup in Store (BOPIS) enhancements; and
- Helped the ShopperTrak solution become a vital component to improve customer engagement.



Mike Shaffer

Executive Vice
President, Chief
Operating and
Financial Officer
PVH Corp.

⚙️ OPERATIONS OPERATIVE

Shaffer has spearheaded PVH's ongoing infrastructure investments and initiatives to support the company's global growth. He has led the charge around **digital investments**, with a more integrated focus around building out omnichannel capabilities that leverage data insights, planning tools, supply chain initiatives and in-store/online consumer experiences. PVH has partnered with JDA Software solutions to unify the company's capabilities in value chain planning, including demand forecasting, inventory optimization, Sales & Operations Planning (S&OP), and supplier collaboration. As a direct result, PVH has experienced **improved forecasting accuracy, productivity and service levels**. The consumer experience has improved as a result of each store having better inventory planning and in stock levels to support the consumer demand it commands. Additionally, PVH has experienced greater collaboration across its teams, better compliance to plan, improved productivity and better overall decision-making.



Julie Wainwright

CEO and Founder
The RealReal

⚙️ OPERATIONS OPERATIVE

Wainwright founded The RealReal in June 2011, bringing luxury consignment online and into the modern world with a digital marketplace for authenticated luxury consignment. A true omnichannel business, The RealReal has forged into the brick-and-mortar world with a flagship store in Soho, NY and 8 Luxury Consignment Offices across the country where people can bring their items in for free valuation. The RealReal is also testing pop-up shops across the country with a new one in Las Vegas and other markets to come this year. To support its brick-and-mortar expansion, The RealReal created RealReal360, an innovative commerce solution that offers a unified, real-time view of inventory, product, and customer activity across all platforms. Built from the ground up to scale with The RealReal's fast-moving business needs, RealReal360 provides a centralized view of The RealReal customer and inventory across desktop, mobile, stores, and warehouse.



Alicia Anderson

Marketing Manager
Zumiez

 LOYALTY LEADER

Zumiez launched a **multichannel loyalty and engagement program** to connect with its customers beyond transactions and offer them more ways to engage. Anderson has been instrumental in the evolution and innovation of the loyalty initiative with the recent introduction of the brand's mobile app. Since the app launched, the brand's mobile experience has further empowered employees and customers to engage with the existing rewards program. After analyzing results, Zumiez has been able to increase relevancy of direct marketing, including email product recommender, personalized catalog distribution and launching a variety of Surprise & Delight campaigns to drive organic, word of mouth "buzz" about the program. The app also leverages **beacon and geo fence technology** to automatically reward members for in-person engagement. Points for walking in stores and attending brand sponsored events throughout the year are seamlessly awarded and members are notified instantly.



John Wompey

Vice President,
Customer Experience &
Connectivity,
North America
Foot Locker

 LOYALTY LEADER

Under Wompey's leadership, Foot Locker is augmenting human intelligence with customer data delivered through its branded loyalty app. Using **location-based technology** to seamlessly understand the behaviors of its core customers in the in-store environment, Foot Locker is personalizing offers and experiences while customers are in the store and afterward. The company aims to use handheld devices to notify managers and frontline staff when a loyalty member enters a store. The approach includes **geo-location, beacons, and push notifications** to replace a paper and pen program in brick and mortar stores. After implementing their innovative app-based CX strategy, the app's rating has grown to 4+ stars on both the iOS and Android platforms, and it continues to see positive ratings and reviews. Since launching the pilot in Tampa, **loyalty enrollments via the app have grown 132%**, and 70% of all loyalty enrollments through the app have happened since the app launch reservation procedure went live.



Kimberly Williams-Czopek

Vice President of Digital
Commerce
Lilly Pulitzer

 MOBILE MOGUL

Williams-Czopek has led the charge at Lilly Pulitzer to pioneer the use of **Progressive web apps** or PWAs, a cutting-edge approach to retail web sites that bring speed, interactivity and many of the features commonly associated with a downloaded or native app to the web. Google, Microsoft and Apple are supporting PWAs in their platforms, thus, many believe 2018 is the year of the Progressive Web App. With one of the first Progressive Web Apps in its market, Lilly Pulitzer was able to create a fast, fun, easy, and seamless experience for its growing base of mobile customers. Simultaneously, the brand has been able to appeal to new customers by engaging them on the web without requiring a download from an app store. Finally, the Lilly Pulitzer PWA offers a fast track to high-converting Progressive Web Apps despite simultaneously undergoing re-platforming to an e-Commerce platform.



Julie Campbell

VP of Marketing
Astral Brands



Campbell led the Influencer Marketing effort at Astral. With zero spend on media or influencer activations, Astral Brands' COSMEDIX division used Mavrck's influencer marketing platform to implement an always-on strategy that identified and invited **relevant micro-influencers, advocates, referrers, and loyalists** to join the COSMEDIX Crowd community and activate them on-demand across three use cases: 1. Collaborate with micro-influencers to create original content on Instagram for key product lines and repurpose across digital touch points; 2. Activate advocates and referrers to amplify COSMEDIX brand content on Facebook to drive purchases on COSMEDIX.com; and 3. Survey influencers, advocates, referrers, and loyalists for brand and product feedback to inform future strategy and planning. COSMEDIX Crowd drove significant results: 527% ROI from products purchased; a COSMEDIX Crowd community of 3k+ members; Every 100 micro-influencer COSMEDIX posts on Instagram are earning more than 3.4M impressions and 34.5k engagements on average; and 527% ROI from e-Commerce sales driven.



Eugene Alletto

CEO and Quarterback
BEDGEAR



Eugene Alletto, Quarterback/Founder and CEO of BEDGEAR, is the visionary behind the growing PERFORMANCE® lifestyle brand. BEDGEAR offers personalized fit Performance Sleep Systems based on sleep position, body frame and temperature. The personalized fitting experience includes interactive technology displays with a focus on curated information for customer education. BEDGEAR has eight million consumers using the Performance products to date, attained through their total reach of over **4,000 retail doors across the world**. BEDGEAR plans to continue to bring this unique retail experience to customers all over the world. 2017 was the brand's largest global expansion to date having successfully launched in Australia, New Zealand, China, Russia, Mexico and Canada. In 2018 Alletto plans to further the brand's expansion in stores and in its product offerings.



Miki Berardelli

CEO
KIDBOX



Miki Berardelli is helping establish the rapidly growing box services movement as a leading channel for the future of retail and e-Commerce. Coupling **proprietary technology and human touch**, KIDBOX creates a fun shopping experience that brings parents and children together to discover personalized styles. KIDBOX is profitable on the first box, and each box outperforms the last, as **machine learning** captures each kid's style and allows KIDBOX to deliver curated, seasonal wardrobes personalized to his/her tastes. It also helps parents teach kids about giving back, as for every box kept, KIDBOX provides new clothing to a child in need through a partnership with Delivering Good. KIDBOX has increased headcount by 50% and customer base by 300% in the past year. KIDBOX now delivers styles from more than 85 premier brands and has a keep rate of 70%+. KIDBOX has generated over 450,000 Facebook followers in less than two years.



Manish Chandra

CEO and Founder
Poshmark

 DISRUPTOR

Manish helped make Poshmark a top fashion destination for Millennials, becoming the **online mall for the social generation**. The company empowers everyone to be a consumer, producer and curator; the result is a vibrant and engaged community of shoppers, where every seller on Poshmark is a **Seller Stylist**, not only selling their style, but also curating items for their shoppers. The power of social selling on Poshmark allows anyone to take control of their closet and scale their own fashion businesses. In-app tools such as the Poshmark Dressing Room and Poshmark Stylist Match offer community members real-time styling, connecting them to the best Seller Stylist through the platform's people-matching architecture. Poshmark is converging data-driven technology with personal experiences, analyzing search and purchase behaviors to curate the right merchandise for individuals. **Combining the power of human interaction with advanced algorithms**, Poshmark is introducing an entirely new form of social commerce experience.



Eric Lichtmess

VP Advertising and
Integrated Media
Tommy Hilfiger

 DISRUPTOR

Lichtmess is the visionary behind **TommyNow Snap** app, as well as the marketing leader behind the overall Tommy Hilfiger brand in the U.S. He has led Tommy's partnerships and presence on Snapchat, Facebook, Instagram, and beyond. The retailer partnered with Slyce to create The TommyNow Snap app, **built entirely around the camera and visual commerce**. The app drove conversions from the moment the new lineups were launched. The app is used both at the Tommy fashion shows, as well as outside the show. Users spend an average of five minutes per session on the app, and 87% use it again. **Social media impressions across Instagram, Facebook, and Twitter hit 2.6 billion in 2017**, up 100% from the previous year. The company reported \$1 billion in revenue for the third quarter of 2017, up 10% from a year earlier.



Natalie Mackey

CEO
Glow Concept

 DISRUPTOR

Mackey is the CEO of Glow Concept, a Manhattan-based holding company for Millennial color cosmetics brands. Owners of Winky Lux, Laqa & Co and PBG, Glow Concept operates on the principles that technology is permanently changing the way women buy makeup and skincare. The portfolio brands utilize **collective fulfillment, technical development, data analytics, sourcing, retail support** and media buying. Glow Concept brands are dedicated to design driven branding and superior product innovation. Mackey, who began her career in finance, is a fast-thinking entrepreneur with a passion for disruption. Her brand is designed to lure Millennials out of the drugstore with a thoughtful curated assortment of products designed specifically for this in-demand demographic. With over 50,000 direct customers, the brand does 30% of its business online; and Mackey opened the **first Winky Lux store in New York City in 2017**.



Jesse Montano

VP of Marketing and
E-Commerce
Coyuchi

 DISRUPTOR

Inspired by their mission to produce high-quality, environmentally-friendly linens to eliminate the millions of tons of textile waste that ends up in landfills each year, Coyuchi launched an unconventional “**circular model**” in April 2017. The service, “Coyuchi for Life” allows customers to pay a monthly subscription fee to **‘lease’ their linens** for a set period of months, then send them back to be recycled in exchange for a fresh set. To ensure this launch’s success, Montano spearheaded a complete brand and web site redesign leading up to the launch, taking some big steps on the technology side to create a robust e-Commerce platform — from migrating from legacy systems and improving customer search functions to condensing and leveraging their data to make better business decisions. The innovative subscription model and seamless redesign drove major results: A **29% increase in desktop conversion**; a 27% decrease in their bounce rate; and a 50% increase in mobile revenue.



Monique Salvador

CEO and Founder
Blushup

 DISRUPTOR

Most beauty counters at retail stores are offline. More than that, beauty retail is a \$55B market and Salvador built an **online platform that connects the beauty counters to consumers**. People can now login to a single web site and view over 100 beauty retailers in NYC, book beauty services online, view counter reviews, earn rewards for appointments, RSVP to in-store beauty events, and both customers and retailers have access to their accounts online with complete booking history and products purchased. Blushup has been bringing more foot traffic to the stores and **bridged the gap between digital and physical**. Salvador worked in Finance/Venture Capital for five years prior to becoming an entrepreneur. She started her career working for UBS Investment Bank and also worked for the Techstars global accelerator, which inspired her to become an entrepreneur. She self-funded Blushup with her own savings.



Shivika Sinha

CEO
The Veneka Group

 DISRUPTOR

Shivika and her firm, The Veneka Group, are on a mission to **reshape retail as a force for humanitarian and planetary change**. As Director of Digital Marketing at Alex and Ani, Shivika made an innovative and significant impact in the field of ‘conscious retail’ through her strategy and execution of the #CarryLight campaign. #CarryLight was of major significance and success because of the campaign’s scale, influence and commercial results. It reached over 1.2 million social interactions in under two months and trended on Facebook with over 80,000 people talking about it. #CarryLight partnered with 50 global and local charities who benefited from sales proceeds and Shivika creatively used digital tools to measure donations and mobilize charity advocates. As CEO of The Veneka Group, Shivika continues to bring this innovation to some of the world’s most sustainable and ethical retailers.



Heidi Zak

Co-CEO
and Co-Founder
ThirdLove

 DISRUPTOR

Founded by Zak, ThirdLove is one of the fastest-growing retailers in the U.S. and has been named “The brand to catch Victoria’s Secret.” By using real women’s measurements in their design process, ThirdLove is able to consider the **unique needs of diverse body sizes and shapes** and deliver on its mission to create bras that fit real women. More than 8 million women have completed ThirdLove’s Fit Finder, and the company has **donated more than \$3.5 million** worth of bras to women in need throughout the country. The intimate apparel market in the U.S. is \$15 billion, and predominantly run by men. ThirdLove is completely turning the industry on its head: the team is more than 80% female, including at the executive level.

To Learn More...



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ABOUT THE AUTHOR

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Longtime retail editor who loses sleep over typos. Looking forward to covering the industry as it morphs along with social and mobile developments.

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