



OMNICHANNEL & ECOMMERCE

Analytics Bootcamp

From C-Suite to Frontline Data Scientists Synchronizing
Omnichannel to Refine Data & Analytics Strategies

MARCH 14, 2019

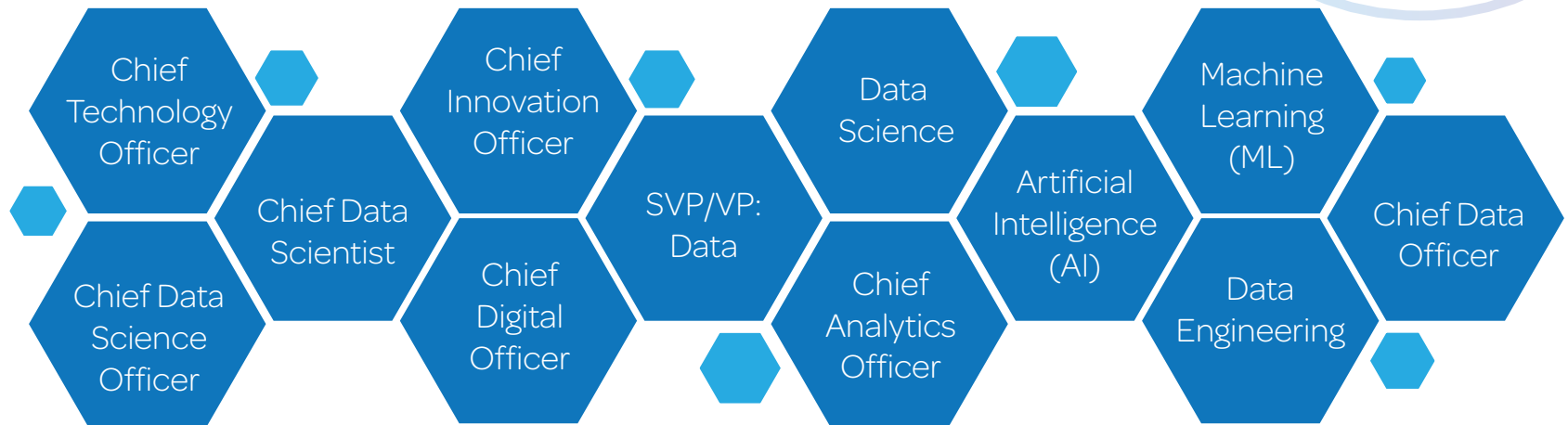
SAN FRANCISCO, CA

 **#OMNICHANNELBOOTCAMP**

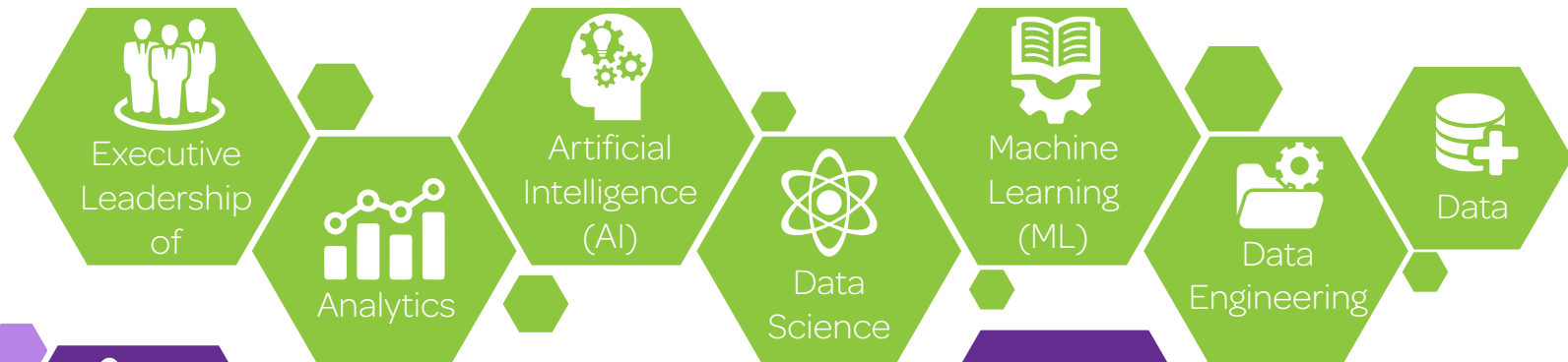
The Omni-Channel and eCommerce Analytics Bootcamp offers the unique opportunity to finally bring both the senior data and analytics executives and their analysts into one room to refine their company's data and analytics strategy. Collaborate with peers at this one of a kind interactive event to develop the critical skills needed to compete in the insights-driven eCommerce and Omnichannel industry. Analysts will leave with hands-on tactical skills to carry with them through their career, while executives will leave with critical leadership skills to drive analytics in their companies.

WHO SHOULD ATTEND

TITLE ►



FUNCTION ►



INDUSTRY ►



+ ONE OF THEIR MID-LEVEL ANALYTICS MANAGERS/ MID-LEVEL DATA ANALYSTS OR DATA SCIENTISTS OR DATA ENGINEERS

SPEAKERS/ ADVISORS

CHAIR 1 ►



MARK BAXENDALE

SVP, Planning & Allocation,
Lululemon

lululemon  **athletica**

SPEAKERS ►



DOUG BENNETT

Vice President of Business
Intelligence & Analytics,
Ashley Furniture



ASH DHUPAR

Chief Analytics
Officer



FABIO ITALIANO

Chief Data Officer,
McGraw Hill
Education



CURRAN RACLIN

VP Fan Engagement &
Analytics, NHL



ZACK HAMILTON

Director of Customer-Centric
Initiatives & Experience,
Aaron's



JAY NIGRELLI, VP ECOMMERCE, SAMSONITE

"Customers rarely interact with a single channel today. It is imperative we allow consumers to begin and end their journey across channels seamlessly. This includes the marketing they receive based on multiple data channels, the ability to order and deliver to and from multiple channels, and flexibility as to where they can return products."

OR

"A customer isn't going to say 'this is a great piece of functionality.' They're hopefully going to say 'wow, that was easy.' Once they view one great online experience, the standard for all others will be expected to follow."

"Being in many channels may work well for your business, but only if you can measure results. Be sure to make sure that analytics is a major part of your omnichannel plans! That's the only way you'll be able to find the 80/20 of what is working with your marketing."

JEFF SAUER,
FOUNDER, DATA DRIVEN U

ADVISORS



KATHLEEN WENG

Vice President,
Merchandising, ThredUp

THREDUP



SEAN MACCARTHY

Global Head of Analytics and Store
Segmentation, Claire's

claire's



XENIA LANE

SVP Omnichannel
Analytics, SunTrust


SUNTRUST

'With all of the technological strides made in recent years, customers today are expecting their online experience to match the personalized experience they're used to offline.' -

CHEMI KATZ
NAMOGOO CEO

"Brick-and-mortar retailers have overextended themselves as they've tried to leverage their physical store fleets," Karabus added. "E-commerce and omnichannel fulfillment and related returns have led to sharply rising freight costs and product margin challenges. Meanwhile, consumers expect ever-faster delivery, pressuring retailers to meet those expectations in order to remain competitive."

ANTHONY KARABUS, HRC'S CEO.

Throughout the day, there will be four total working group sessions. Each Working Session will start with a 30-minute keynote or panel discussion, after which the room will be broken up with mid-level analytics managers and senior executives gathered on opposite sides of the room. The two groups will go deeper into those topics as it relates to their role and priorities. This will ensure the focus of the conversations are on their distinct needs, making this time as beneficial and productive as possible. Several Bootcamp leaders will share their knowledge during these consultative workshop sessions, walking through each participants challenges to collaboratively solve them.

BECOMING AN ANALYTICS TRANSLATOR

A**WORKING SESSION**

Language Immersion
Workshop: The Art of
Analytics Storytelling

B**WORKING SESSION**

Anatomy of Customer
Behavior: Reducing
Churn & Attracting New
Customers With
Personalization

C**WORKING SESSION**

Synchronizing
Omnichannel to
Understand & Enhance
the Customer Journey

D**WORKING SESSION**

Hidden Treasures in the
Data Goldmine

AGENDA OVERVIEW

STAY TUNED FOR MORE DETAILS!

MARCH 14, 2019

- **08:00** Registration & Breakfast
- **08:30** Chair's Opening Remarks & Activity
- **08:00** Working Session A | Language Immersion Workshop: The Art of Analytics Storytelling
- **08:00** Networking Break
- **08:00** Working Session B | Anatomy of Customer Behavior: Reducing Churn & Attracting New Customers with Personalization
- **08:00** Networking Lunch
- **08:00** Working Session C | Synchronizing Omnichannel to Understand & Enhance the Customer Journey
- **08:00** Networking Break
- **08:00** Working Session D | Capturing Attention at The Right Time & Place While Adhering to Calm Computing
- **08:00** Chair's Closing Remarks & Exercise
- **08:00** Cocktail Party



THANK YOU TO OUR SPONSORS

MEDIA PARTNERS

RetailWire[®]

 **DIGITAL ANALYTICS**
ASSOCIATION

TABLE OF CONTENT

WHO SHOULD ATTEND (TITLE)	1
WHO SHOULD ATTEND (FUNCTION)	1
WHO SHOULD ATTEND (INDUSTRY)	1
SPEAKERS/ADVISORS	2
CHAIR1	3
SPEAKERS	3
ADVISORS	4
BECOMING AN ANALYTICS TRANSLATOR	5
AGENDA OVERVIEW	6
THANK YOU TO OUR SPONSORS	7
REGISTRATION INFO	8

REGISTRATION INFO

REGISTER BY
25/1/2018

EARLY BIRD

\$895

REGISTER BY
8/3/2018

ADVANCED

\$1095

REGISTER AFTER
8/3/2018

ON-SITE

\$1105



omnichannelbootcamp.com