

# Shoptalk Spring Preview

March 25-27, 2025

Mandalay Bay, Las Vegas

**SHOPTALK**  
SPRING

# SHOPTALK

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Retail is and always has been about shoppers – the people who buy things and their changing needs and expectations. Shoptalk Spring 2025 will explicitly reflect that, by examining and defining what it means to be "customer-centric" today. Our agenda is focusing on the four most important qualities that people expect and require from the consumer brands and retailers they do business with today: **customer hospitality, value, inspiration, reason for being.**

The four characteristics that define customer-centricity aren't new. However, they manifest differently today, as technology enables different approaches to creating inspiration and conveying value, to being welcoming and telling a brand's story, via both digital and in-store channels. How retailers act on and achieve them is radically transformed in today's world.





# Meetup & Networking

The backbone of the Shoptalk experience is the event's Meetup networking platform, which facilitates more than 30,000 individual 15-minute meetings over three days.

Meetup signifies the evolution of the typical 'speed dating' conference networking experience. At Shoptalk, attendees are not randomly paired with fellow attendees and solution providers, but rather matched through common business interests and goals.

Every Shoptalk attendee is welcome to join the Meetup platform, where they complete a questionnaire on their business focus, career profile, and industry interests. Based on their answers, attendees are then paired with fellow attendees and tech providers through a double-opt-in platform that ensures executives only speak with those they wish to meet.



In addition to the Meetup program, there are a host of networking opportunities both inside and outside of the convention center, including topic table discussion, cocktail hours, retailer and brand dinners, and Shoptalk's popular industry party featuring food, drink, and live entertainment.

In conjunction with the jam-packed networking agenda, the event's educational docket provides attendees with the opportunity to hear the industry's latest and greatest tech innovations and strategic approaches firsthand.

# Key Themes

The four most important qualities that people expect and require from the consumer brands and retailers they do business with today:



Customer hospitality



Value



Inspiration



Reason for being

In addition to the various sessions spread across the four core themes, the main stage will feature riveting keynote presentations from top executives at



and more!





# Make the Most Out of Shoptalk Spring 2025

The expansive educational and networking agenda can make it difficult to plan your personal Shoptalk experience. To help our community get the most out of the event, Incisiv has scoured the agenda for the must-see events, sessions, and networking opportunities. The following pages contain our take on the can't-miss pieces of this year's program.



# ShopTalk Spring Can't Miss Sessions



# Endless Versus Edit: Blending Data and Experience to Curate Product Selection

Tuesday, March 25, 2025 | 10:10 AM - 10:50 AM PT

## DESCRIPTION:

At Shoptalk Spring last March, Macy’s CEO Tony Spring hit us with a strong defense of the role of merchandising: “It’s not the endless aisle, but the best aisle” that matters to shoppers. Boom. But curating that best aisle isn’t just about gut feelings anymore—it’s all about mixing intuition with data-driven smarts. In this session, three retail execs will share the tools they’re using to stay ahead of ever-changing shopper preferences and make sure their physical and virtual shelves are packed with items people actually want, whether it’s trending nationwide or a regional specialty.

## Speakers



**Liza Lefkowski**  
Chief Merchant, VP of Stores  
Wayfair



**Josh Friedman**  
SVP Ecommerce & Digital  
Ulta Beauty



**April Lane**  
Chief Merchandising Officer  
Thrive Market



(Interviewer)

**Barrie Scardina**  
President of Americas Retail Services  
Cushman & Wakefield

# Leveraging Technology to Enable Human Connections

Tuesday, March 25, 2025 | 11:00 AM - 11:40 AM PT

## DESCRIPTION:

Creating retail experiences that are welcoming, human, inspirational, and filled with value does not mean abandoning tech. Instead, the smartest retailers are using AI and other tech to actually boost those human connections. Whether it's freeing up the real-life humans from boring tasks, letting staff and shoppers connect online, or giving the team a treasure trove of insights about what people want and what they're selling, tech's in on the action. This session will feature three senior consumer brand and retailer leaders in a series of fireside chats about the technologies they are using to keep things human and keep shoppers happy.

## Speakers



**Matt Baer**  
CEO  
Stitch Fix



**Alex Richardson**  
Chief Technology Officer  
Khaite



**Mariam Naficy**  
Founder & CEO  
Arcade.ai



(Interviewer)

**Sonia Lapinsky**  
Partner & MD, Head of Fashion Retail  
AlixPartners



# Track Keynote: Personalizing Discounts and Promotions to Drive Sales and Loyalty

Tuesday, March 25, 2025 | 4:55 PM – 5:35 PM PT

## DESCRIPTION:

Optimizing pricing and promotions is one of the trickiest balancing acts in retail today. Few aspects of the business create such a direct link between customer satisfaction and the bottom line. Getting away from the world of constant markdowns that can erode your margins and incentivize shoppers to only shop the sale. But at the same time, budget—constrained customers appreciate a retailer that feels their stress. This Track Keynote features the Chief Merchant of one of the largest retailers in the U.S. He’ll share how his organization is leveraging technology to optimize prices and personalize promotions, both in-store and online.

## Speakers



**Musab Balbale**  
SVP, Chief Merchandising Officer  
CVS Health



**Chris Walton**  
Co-CEO  
Omni Talk Retail

(Interviewer)

# Thinking Strategically About Pricing and Promotions

Tuesday, March 25, 2025 | 5:15 PM – 5:35 PM PT

## DESCRIPTION:

Discounts might seem like a quick win to boost sales and clear out inventory, but reality is challenging — constant markdowns can erode your margins and make your brand look like it’s always on sale. The smart move? Strategic promotions. Think conversion perks, loyalty bonuses, and affiliate links that build value instead of slashing it. In this session, you’ll hear senior leaders discuss how they’re using pricing and promotions tactically to keep customers coming back while keeping their brand’s rep intact.

## Speakers



**Christopher Carl**  
Head of Marketing, US  
AliExpress



**Amanda Astrologo**  
Senior Partner  
The Parker Avery Group

# Generative AI and the Next Generation of Search

Wednesday, March 26, 2025 | 8:55 AM - 9:35 AM PT

## DESCRIPTION:

From Google’s launch in 1998 through 2022, search has been, dare we say it, less than thrilling. For over 20 years, it’s been largely the same drill: type in some keywords get a list of links, and generally find what you were looking for. Despite the launch of new search features, nothing significantly disrupted that fundamental experience...until now. LLMs and generative AI are enabling a reimagining of how we seek and find digital content. This session will feature three consumer brands diving into the implications of the next generation of search for companies that rely on it to help shoppers find them and their products.

## Speakers



**Roxy Young**  
Chief Marketing Officer  
Reddit



**Fatih Nayebi**  
VP, Data & AI  
ALDO Group



(Interviewer)

**Bo Finneman**  
Senior Partner  
McKinsey & Company



# Track Keynote: Getting into the Mindset of the Engaged Customer

Wednesday, March 26, 2025 | 9:45 AM - 10:25 AM PT

## DESCRIPTION:

Market research has long helped brands identify emerging trends and identify new opportunities. However, the modern world of retail has created new avenues for listening to engaged customers, and involving fans in aspects of product creation, merchandising, and marketing. This Track Keynote features the CEO of a leading activewear brand that leverages both high- and low- technology approaches to tapping into their customers' mindset. He'll share the approaches that have worked best as well as examples of ways the company has taken action based on these insights.

## Speakers



**Adam Goldenberg**  
Co-Founder & CEO  
Fabletics

# Leveraging Social Listening to Identify Emerging Trends that are Worth It

Wednesday, March 26, 2025 | 9:59 AM - 12:25 AM PT

## DESCRIPTION:

Curious about how to spot the next big trend before it takes off? This session takes you inside the world of social listening, where top retail leaders are analyzing real-time chatter to uncover the biggest emerging trends. Expect a dynamic conversation as two experts reveal how they identify emerging opportunities, separate fleeting fads from lasting shifts, and turn social insights into impactful business moves. From spotting new product ideas to refining your marketing playbook, you'll leave with insights to help you stay ahead of the curve.

## Speakers



**André Zdanow**  
Executive Director Small Appliances  
GE Appliances



**Craig Brommers**  
Chief Marketing Officer  
American Eagle Outfitters



(Interviewer)

**Jacqueline Flam**  
SVP, Beauty, Drug & OTC Retail  
NielsenIQ

# Shoptalk

## Retail Zeitgeist

Wednesday, March 26, 2025 | 1:50 PM - 2:00 PM PT | Mandalay Bay  
Ballroom, Level 2

### Speakers



**Joe Laszlo**  
Head of Industry Insights & Engagement  
Shoptalk



**Ben Miller**  
VP, Original Content & Strategy  
Shoptalk



# Pivots: Making Bold Changes with Agility and Flexibility

Wednesday, March 26, 2025 | 2:25 PM – 3:05 PM PT

## DESCRIPTION:

In today’s fast-moving retail landscape, change is the only constant. Top brands need to move as fast as startups, making bold pivots when needed while staying true to their core values. But embracing change and turning it into opportunity is tricky. We’ll feature three senior executives who will share their stories of navigating major shifts with agility and adaptability—whether that means changing business models, embracing new technologies, or reinventing a brand identity. You’ll hear solid examples, lessons learned, and practical takeaways on how to pivot without losing your balance.

## Speakers



**Lockie Andrews**  
Founder & CEO  
RICH Hair Care Americas



**Tarek Müller**  
Co-Founder & Co-CEO  
ABOUT YOU



**Matt Navarro**  
President  
Stanley 1913



(Interviewer)

**Steve Dennis**  
Founder & President  
SageBerry Consulting

# Keynote: A Google Perspective on Customer-Centricity

Thursday, March 27, 2025 | 9:50 AM - 10:10 AM PT | The New Market Stage, Level 1

## Speakers



**Sean Scott**  
VP & GM, Consumer Shopping  
Google



(Interviewer)

**Sarah Engel**  
President  
January Digital

# Store Operations that Blend Engagement and Efficiency

Thursday, March 27, 2025 | 1:35 PM - 2:15 PM PT

## DESCRIPTION:

Today’s shoppers are pros at juggling IRL and digital—they’re equally at home in both worlds. But they still expect an in-store experience that’s as smooth as they are. Even the slickest, most experiential physical store visit can go downhill fast with confusing layouts, unhelpful staff, or checkout headaches. In this session, an industry expert will share brand new capability benchmarking research on the topic, before two store execs discuss how they are optimizing operations to make stores easy to navigate, frustration-free, and full of delight for those savvy customers.

## Speakers



**Cedric Clark**

EVP, Store Operations  
Walmart



**Vijay Alagarasan**

VP, Digital & Customer  
Facing Engineering  
Tractor Supply Company



**Giri Agarwal**

Co-Founder & Chief Strategy Officer  
Incisiv

(Interviewer)



# Operations' Role in Building and Maintaining Brands

Thursday, March 27, 2025 | 2:25 PM – 3:05 PM PT

## DESCRIPTION:

Once upon a time, product and marketing teams defined brands. Today, though, ops and supply chain teams also play a critical role in making and keeping the promises that brands make to customers. With a nod to today’s era of collaborating cross-functionally, this session will feature three executives who will explore how ops and supply chain prowess help define and shape a brand, including making sure products make it from point A to point B when they need to, backing traceability and sustainability assurances, and more.

## Speakers



**Nina Khoury**  
VP, Strategic Operations  
SKIMS



**Mario Graniel**  
VP, Omnichannel & Supply Chain  
Fendi



**Leila Jalai**  
SVP, Global Planning & Inventory  
Management  
David Yurman



**Dominick Miserandino**  
CEO  
RetailWire.com

(Interviewer)

# Restructuring Digital Teams for a World of Unified Commerce

Thursday, March 27, 2025 | 3:15 PM – 3:55 PM PT

## DESCRIPTION:

For the past couple of decades, digital teams were mostly insulated from corporate restructuring. The most tech savvy employees in what’s typically been the fastest growing part of a retail business were seldom on the chopping block. But times have changed, and technologies like generative AI and retail trends like the rise of unified commerce are leading companies to rethink their digital teams and the skills those team members need. In this session, ecom veterans will share the emerging organizational best practices for strengthening digital talent and team structure.

## Speakers



**Sabrina Cherubini**

SVP of Brand & Digital  
Hanky Panky



**Mandeep Bhatia**

SVP of Global Digital Product &  
Omnichannel Innovation –  
TAPESTRY



**Valerie de Charette**

Partner  
TOMORROW

(Interviewer)

# Where to See and be Seen – The Events Around the Event

The value of any conference cannot be fully assessed without considering the surrounding events, where real conversations can be had, personal relationships can be built, and a few adult beverages can be consumed. Since its inception the Shoptalk team has delivered a culture where fun was just as important as business or education. Below are a few of Incisiv's favorite events while in Vegas.





# Tuesday, March 25, 2025



## Happy Hour at Rí Rá Irish Pub

**Venue:** Rí Rá Irish Pub

**Time:** 5 PM PT

During Shoptalk, join fellow Order Management professionals at Rí Rá Irish Pub, Mandalay Bay.

Hosted by the **Order Management Gurus**, powered by Nextuple.



## Retailer & Consumer Brand Dinners

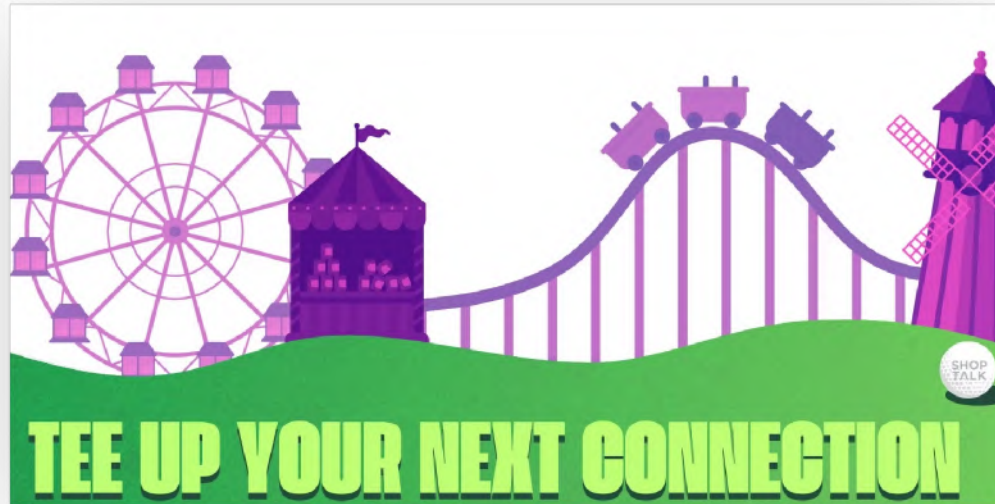
**Open to:** Invited Guests

**Venue:** High-End Las Vegas Restaurants

**Time:** 6:30 PM – 8:30 PM PT

Retailer & Consumer Brand Networking Dinners are invitation-only sponsored dinners at high-end Las Vegas restaurants. Taking place on Tuesday night, industry leaders from retailers and brands will come together for an unforgettable night filled with great conversations and great dining!

# Tuesday, March 25, 2025



## SHOPTALK TEE OFF

**Open to:** Retailers and Consumer Brands only

**Venue:** Swingers, Mandalay Bay

**Time:** 8:30 PM PT

We invite you to enjoy our exciting new Industry Night! Enjoy a fun, relaxed, exclusive evening where fellow retailers can connect over mini-golf or a fun carnival game!

- Mini-golf courses with unique challenges.
- Carnival games with playful twists prompting thoughtful conversation.
- Delicious food and drink!

Meet new people, exchange ideas, and unwind after a transformative first day at Shoptalk!

Tee your Shoptalk off right at this event! Don't miss out on the fun.

**Photo ID required.**



# Wednesday, March 26, 2025



## Incisiv Speakeasy @ Shoptalk

**Open to:** Retailers and Brands only

**Venue:** KUMI Japanese Restaurant and Bar

**Time:** 6 PM PT

**Hosts:** Incisiv, Apply Digital, Blue Yonder, Microsoft and Twilio

Incisiv, will produce its Fifth Annual **Speakeasy @ Shoptalk Executive Dinner**. Join a group of peers for networking and insights. Seats are limited to director level and above retail and brand executives.



## Rethink Retail Global Retail Leaders Dinner

**Venue:** Stripsteak

**Time:** 6 PM PT

Join Rethink Retail during Shoptalk Spring for an exclusive evening at STRIPSTEAK Steakhouse, where MICHELIN Star Chef Michael Mina's butter-poached, wood-fired steaks and fresh seafood set the stage for high-level networking. Enjoy bold flavors, award-winning wines, and meaningful conversations with senior retail executives in an elegant setting.

# Wednesday, March 26, 2025



## **Shoptalk Beach Party**

**Venue:** Mandalay Bay Beach

**Time:** 8:00 PM - 10:30 PM PT

Turn up the volume and get ready to dance all night long because you'll be partying on the beach at Shoptalk! Stay tuned for our headliner announcement in early 2025!





## ABOUT INCISIV

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Incisiv is a peer-to-peer executive network and industry insights firm for consumer industry executives navigating digital disruption.

Incisiv offers curated executive learning, digital maturity benchmarks and prescriptive transformation insights to clients across the consumer and technology industry spectrum.

[www.incisiv.com](http://www.incisiv.com)