

Thursday, September 1<sup>st</sup>

---

8:00 **Breakfast and registration**

8:55 **Chairman's opening remarks**

**Dale Rodgers**, Professor, Logistics and Supply Chain Management, **Arizona State University**

9:00 **Keynote address: Changing landscape of fulfillment requirements with new technology for the consumers convenience**

- Goods-to-person automation to effectively and efficiently meet the requirement of fulfillment
- Convenient delivery while adhering to legal requirements when shipping alcohol
- Hold locations and their material impact on customer happiness, engagement, and lifetime value
- Partnerships for locker installation for the out of reach consumer

**Zack Crafton**, Global Operations Director, **Naked Wines**

9:30 **Keynote address: Coordinating to optimize delivery partnerships and the customer experience**

- Providing a simple yet engaging shopping experience for the customer
- The challenges of building a flexible tool, to ensure partners can operate as they wish
- The challenges and possible solutions to operating with various types of delivery partners

**Mike Pezzicola**, Head of Business – Expansion Operations, **Google Express**

**Ryan Quinlan**, Head of Product Operations, **Google Express**

9:50 **Networking Break**

11:20 **Case Study: Why Canada will be the next great eCommerce market**

- Offering free shipping while maintaining profit margins
- The importance of providing total landed cost visibility
- Building relationships with Comparison Shopping Engines (CESs) for price conscious consumers

**Jeff Yard**, Founder, **Belt Drive Bike**

11:45 **Case Study: Innovative Packaging Tips & Trends from the Best E-Commerce Retailers**

- Packaging is the most important first and last e-commerce physical touch-point
- Wow & excite customers through amazing packaging
- Learn the techniques from the best in the world
- Leverage your brand, be unique, and create long-lasting customer relationships

**Jon Harari**, CEO, **WindowsWear**

12:10 **Case Study: Creating a Superior Supply Chain through Innovation**

- Applying new tactics to gain competitive advantage
- Capture market share by providing greater value
- Enhance profit contribution by growing revenue while reducing costs
- Innovation for survival in the world of supply chain

**Joel Sutherland**, Managing Director-Supply Chain Management Institute, **University of San Diego**

12:35 **Networking Lunch**

Thursday, September 1<sup>st</sup>

---

1.35 Roundtable Session (choose one to attend) – takes place in the exhibition room

**TABLE 1 - Consumer Experience:** The true key to retention, from purchase to delivery  
**Jesse Adams**, COO & Head of Finance, **Beyond Yoga**

**TABLE 2 - Subscription personalization:** molding your business model to consumer wants and needs  
**Suzanne Lau**, VP of Operations, **NatureBox**

**TABLE 3 - Distribution networks:** when to expand  
**Michael Villa**, Global Distribution, Logistics & Facilities Manager, **Nixon**

2:25 End of Conference