

Tech Talk Schedule (as of December 9, 2019)

FRIDAY

9:30 AM – 9:50 AM

Understanding the Consumer Behaviors of Gen Z and Millennial Grocery Shoppers.

Diane Badame, Academic and Program Director of the MS in Marketing Program and Professor of Clinical Marketing, USC Marshall

Elizabeth Cruz, Graduate Student, USC Marshall

Emily Chou, Graduate Student, USC Marshall

Elena Sakovsky, Graduate Student, USC Marshall

The Food Management Institute and the University of Southern California – Marshall School of Business have collaborated on a nationwide research study to gain an understanding of the consumer behaviors of Gen Z and millennial grocery shoppers. Hear their findings with a focus on the three C's – technology-enabled **customization**, a new level of **convenience** leveraging omnichannel strategies, and a better understanding of the similarities and differences between the Gen Z and Millennial shoppers' **customer** journeys.

9:50 AM – 10:00 AM

Anatomy of the Modern Promotion: Leverage AI to Optimize Performance and Collaboration

Matt Brewer, Head of Product Marketing, Symphony RetailAI

Discover how AI-powered promotion optimization tools can provide prescriptive recommendations about what, where, when, and how to promote store products leading to better scenario planning and tighter predictions about promotion performance. With less time spent scrolling through spreadsheets, more time can be spent building mutually beneficial promotional plans, resulting in greater ROI on promotional spend for both retailers and suppliers.

10:00 AM – 10:10 AM

Developing a Multi-format Fulfillment Toolkit

Mike Demko, CEO and Founder, Locai Solutions

As online shopping continues to expand exponentially, so will issues with basic in-store fulfillment. Retailers need a multi-format toolkit to develop a fulfillment strategy that realizes cost advantages and improves customer experience. Warerooms, dark stores and robotics are all part of the store of the future. Learn what these options are, when it makes sense to evaluate them and how they can provide sensible, cost-effective ways to serve the consumer of the future.

10:10 AM – 10:20 AM

Leveraging Last Mile Technology to Meet Consumer Demands for Convenience and Service

Daniel DelGiudice, Sr. Director - Business Development, Shipt

Consumer buying preferences and behaviors have changed. Today's consumers demand greater options without sacrificing customer service, and retailers must adapt to remain competitive. In this case study, discover how partnering with last mile technology partners creates a seamless, cost efficient way to remain competitive, drive new business and meet the needs of customers through the last mile into the home. Gain perspectives on how last mile technology will evolve in the future.

10:20 AM – 10:30 AM

Winning the Food Fight: How AI Reduces Waste and Drives Sustainability

Jim Hull, Sr Industry Strategies Director, JDA Software

Discover how artificial intelligence and machine learning can help drive a more profitable, sustainable supply chain that better meets customer demand. Learn about the quantifiable business benefits that edge technologies are delivering for food retailers and take home practical next steps for building a sustainable retail business model.

10:50 AM – 11:00 AM

The Future of Fresh Technologies – A 21st Century View of Opportunities

Matt Schwartz, MBA, CEO, Afresh Technologies

Fresh perimeter departments provide important differentiation from online players, yet technology investment has, until now, been more focused on non-perishables. Learn how novel applications of technology, ranging from shelf life extension to AI-powered decision-making engines are being successfully adapted into fresh departments to add value to consumers, increase profitability and fundamentally differentiate brick & mortar grocers from the competition. Gaze into the future to discover how technology will shape fresh departments throughout the 21st century.

11:20 AM – 11:30 AM

Demystifying AI and ML: How Acronyms Can Reduce Waste and Increase Profits

Are Traasdahl, CEO and Founder, Crisp

\$400B worth of food is wasted before it even reaches a store. Discover how retailers and food suppliers can use artificial intelligence (AI) and machine learning (ML) to produce a more accurate forecast for demand planning, leading to reduced waste and increased profits while meeting consumer demands for sustainability

11:30 AM – 11:40 AM

Green Stamps 2.0: Driving Loyalty in the Digital Age

Jonathan Lee, Director, Client Services, BrandLoyalty

Digitally connected consumers tend to be more engaged in a loyalty program and spend more. Discover how the digitization of a traditional paper stamp continuity program has helped reward and drive loyalty among core consumers through real-time, data-driven interactions and more relevant communications.

11:40 AM – 11:50 AM

AI for Grocers: How to Implement and Execute with Limited Resources.

Michael Schweibinz, Enterprise Sales Director, CB4

Irad Ben-Gal, PhD, CB4 Founder, Head of AI Lab at Tel Aviv University, CB4

When it comes to customer facing, in-store AI initiatives, not all grocers have vast budgets and large IT teams capable of taking on long term projects. Hear a real-world example of how a mid-size grocer implemented a simple, but effective AI tool in less than a week to improve customer experience and increase same-store sales without disrupting their business or requiring long term IT resources.

11:50 AM – 12:00 PM

Stop Selling the Data, Start Selling the Audience: How Retailers Can Become Major Players in Digital Advertising

Laurence Michael, GMI North America, ciValue

Retailers are sitting on a goldmine of data - from brand preferences and purchase history to lifestyle attributes and psychographic profiling. But many retailers are still stuck at a transactional level when it comes to monetization. Explore how retailers can leverage artificial intelligence and personalization to drive customer engagement. Learn the key factors that will help you grow your business and win a greater share of advertiser dollars.

SATURDAY

9:00 AM – 9:10 AM

Leveraging AI to Grow and Eliminate Waste in Grocery Retail

Susan Boyme, Vice President, Western Region, RELEX Solutions

Studies show that on average, grocers suffer \$70 million in lost revenue each year as a result of fresh spoilage. Meanwhile consumers are increasingly concerned about food waste as a social problem. Explore how retailers can dramatically reduce food waste with a new generation of point solutions that integrate with legacy systems and deliver rapid and significant return on investment. Learn how to anticipate unexpected demand spikes by integrating external data into store projections using machine learning technology, and how to increase store replenishment accuracy by improving distribution center forecasting

9:10 AM – 9:20 AM

The Evolution of Point of Sale Marketing Technology

Will H. Gardenswartz, CMO, Ecrebo

Mike Grimes, Resident, Ecrebo, Inc

Messages and promotions delivered at point-of-sale can be very effective marketing tools. Until recently, however, POS marketing technology was encumbered by patents, posed a high IT burden and meant a loss of control over data for retailers. Discover the array of technical options for cost-effective POS marketing that today's retailers have at their disposal. Case studies will demonstrate the efficacy of POS marketing and show how today's options entail a low IT burden and allow retailers to retain full control over their data while still enjoying brand support through harmonization of personalization goals.

9:20 AM – 9:30 AM

The New Retail Space Race: Leveraging AI Pricing Technology to Change Consumer Behavior

David Moran, Co-founder and Chairman, Eversight

Smartphones, heightened price visibility and competition with dynamic pricing is rapidly changing the way consumers react to price changes, and the retail industry must adapt. While A/B testing has been a huge step forward in understanding the impact of price changes on customer loyalty, the future lies in employing AI and machine learning in full scale experimentation. Gaze into the future to see how AI could reshape current pricing strategies and discover how current capabilities such as shelf edge

experimentation can be leveraged today to develop a roadmap for understanding how consumer behavior will impact pricing in the future.

9:30 AM – 9:40 AM

Understanding Today's Digital Shelf Edge Options

Michael Higgins, President, Aperion, A division of Hussmann Corporation

Today's retailers desire enhanced shopper connectivity while facing issues like rising labor costs and availability, out of stocks, price wars, waste reduction, and the challenge of achieving profitably in ecommerce. Hear a case study that demonstrates how digital shelf edge options can provide a solution to these challenges, deliver return on investment and help retailers create a true omnichannel experience for brick and mortar shoppers.

9:40 AM – 9:50 AM

Gaining Realtime In-Store “Insight” Using Autonomous Robots

William (BJ) Santiago – VP of Global Sales, Badger Technologies

Discover how in-store autonomous robots can provide retailers increased supply chain optimization and vastly improve inventory controls, specifically as it relates to OOS, price integrity issues and planogram compliance. Scanning for inventory controls by in-store associates is tedious and labor intensive. Discover how those same associates can now spend more time building beneficial customer experiences, resulting in greater ROI on category management and inventory controls for both retailers and suppliers.

10:05 AM – 10:15 AM

Personal Shopper Automation and the Evolution of Online Grocery

Brian Moyer, CEO, Freshop

With the rapid growth of online grocery shopping, retailers are challenged to meet the demands and expectations of their customers through click and collect, delivery and shipping in a timely manner. Discover how leveraging machine learning, digital shelf tags, route optimization and real-time communication with guests contributes to online grocery success.

10:15 AM – 10:35 AM

Solving the OOS Problem:Co-Development with a Technology Partner

Charlie McWeeney, VP, IT, Wakefern

Francois Chaubard, CEO, Focal Systems

To win business and meet the expectations of their customers, retailers must solve the age old out-of-stock problem. In this case study, discover how a retailer partnered with a retail automation startup to co-develop an innovative AI-powered solution to one of retail's biggest problems. Learn how automation solutions from disruptive technology vendors can augment a retailer's core competencies and develop a roadmap to the retail store of the future.

10:35 AM – 10:45 AM

Reducing Manufacturing Mislabeling Through Technology

Larry Logan, Chief Evangelist, Digimarc Corporation

Inaccurate component-parts matching in the manufacturing process is costly and can result in product recalls that damage a brand's reputation. Discover how barcode technology added during the production process can achieve accurate and reliable matching and reduce mismatch errors. A case study will demonstrate how this technology led to increased efficiency and quality control, reduced waste and supported product authenticity and transparency.

SUNDAY

9:15 AM – 9:25 AM

If Data is the New Oil, Memory Computing is the Refinery

Randy R. Evins, Industry Executive Adviser, Food, Drug & Convenience, SAP

Data, data, everywhere.... the grocery industry is swimming, maybe even drowning in information. In today's connected economy, however, it's not so much the quantity of data you have or how accurate it is, but how current it is and how quickly you can leverage it to make decisions. Batch or latent processing is old news and real-time reporting is becoming the new normal. Discover what memory computing is, why it matters and how it can improve your business.

9:25 AM – 9:35 AM

Product Placement on the Digital Shelf: What You Can Do to Drive Conversion

Stephanie Leffler, CEO, OneSpace

With more than 30% of U.S. consumers buying groceries online and total digital sales approaching 6%, understanding how to influence positioning on the digital shelf is critical. Learn how to leverage the right tools and data to create smarter product content that enhances the discoverability of your products and drives conversions on the digital shelf.

9:35 AM – 9:45 AM

Technology Solutions to Drive Stocking and Merchandising

Bradford Oberwager, Founder & CEO, Jyve

Learn how retailers can better leverage artificial intelligence and machine learning to help maintain and grow their business. Discover how AI can be used to collect data on in-store execution to analyze stocking accuracy and ensure quality. Learn how data can be used to improve the in-store experience by predicting sales and order replenishment needs. Explore how technology can be leveraged to anticipate and assess the labor needs of stores and match them with flexible, qualified talent year-round.

9:45 AM – 9:55 AM

Personalization is Driving Digital Food Retailing: Why Shoppers Expect More

Brian Crain, Head of Global Business Development, Precima

Shoppers are embracing online food retailing faster than expected. As momentum accelerates, and expectations rise, retailers and consumers aren't always on the same page when it comes to omnichannel shopping and personalization. Hear new research that quantifies this gap and the benefits of closing it. Learn what personalization means to digital food shoppers versus retailers, how to leverage next-generation insight-driven analytics to drive loyalty and what's coming down the pipeline.

9:55 AM – 10:05 AM

How Streamlining Supplier Collaboration Improves Supply Chain Efficiencies and Shopper Experience.

Sanjaye Elayattu, CEO, Simplain Software Solutions LLC

Discover how supplier collaboration can be streamlined from a master data and supply chain visibility perspective. Learn how retailers can significantly improve speed to shelf and supply chain efficiencies, resulting in significant time savings for both retailers and vendors.

10:05 AM – 10:15 AM

The Economics of E-Grocery Micro Fulfillment

Curt Avallone, Chief Business Officer, Takeoff Technologies

Gain insight into the economics surrounding the use of robotics, artificial intelligence and temperature control technology to profitably develop e-grocery operations through hyperlocal micro fulfillment centers that can be attached to existing retail outlets or developed as standalone facilities.

10:15 AM – 10:25 AM

Creating Ecommerce Content that Converts

Ajay Salpekar, Vice President, U.S. ecommerce & Digital Customer Development, Unilever

Gain insight into how a CPG company develops and adjusts its ecommerce assets to drive sales and how it measures its effectiveness. Discover the art and science behind the development of guidelines for hero images that focus on the shopper, highlight the right brand communication and convey product propositions in the digital shelf.

10:45 AM – 12:00 PM

Tech Workshop: FMI Marketplace in Focus: 10 Technologies to Watch in Food Retail

Workshop Facilitators:

Gary Hawkins – CEO & Founder, CART

Thom J. Blischok – Chairman and CEO, The Dialogic Group, LLC

Sterling Hawkins – Co-CEO & Co-Founder, CART

Participate in this fast-paced interactive workshop exploring technology trends transforming and disrupting the retail industry. Gain inspiring ideas on how to use these new tools and more importantly, how to open up innovation thinking within your business. Join your peers to discuss, debate, and ponder platforms, current and emerging in-store technologies, and more to identify the ten technologies destined to change the game in grocery retail. You'll walk away with first access to the list, and the debates benefiting your tech strategy.

You'll discuss everything from retail customization enabled by tech, the role of voice, VR & AR, virtual assistants, AI, drones, robots, fulfillment, auto-replenishment, smart sensors, real time analytics, search, and other fast-moving omni-shopper and channel solutions.