

Omni-Channel Retail Leadership Summit



Welcome

Welcome to SCI's Omni Channel Retail Leadership Summit

With the retail sector moving rapidly, we will dive into the retail business strategies in the era of evolving practices. How Canadian consumers are driving e-commerce, what consumers expect from retailers, where e-commerce function resides within an organization, and what are the best practices for an e-commerce team in the future? Get some vital answers from the guest speakers.

Location:

Fasken Martineau Law Office
550 Burrard St
Vancouver, BC V6C 0A3

12:00pm-1:00pm	Lunch and arrivals	
1:00pm-1:05pm	Introductions	Roger Sharpe
1:05pm-1:40pm	Retail apocalypse... Cancelled! Despite buzzy media headlines declaring the arrival of end of retail days, the sector continues to turn in strong results month after month. No question retail, and consumers, are evolving and the pace quickens - but armed with a solid omni-channel strategy and a perspective on retail Darwinism, success is a click away!	Michael Leblanc
1:40pm-2:15pm	Align the core How a day in July turned vendors into partners and started a digital transformation.	Johnny Russo
2:15pm-2:45pm	Networking and refreshments	
2:45pm-3:15pm	Don't fear returns, embrace them! One of the most underestimated differentiators may be hiding quietly in a corner on your site... hassle free returns. Despite the fact that over 85% of consumers judge an on-line retailer by the quality of their returns offering, less than 20% of retailers tell this story well. Learn from two experts the recent best practices, jaw dropping stats, and new strategies to returns handling that you can action right away!	Dave Mack & Paul Busch
3:15pm-3:50pm	Replicating the online experience in your retail stores In this session, Senior Strategist at WiderFunnel, Michael St Laurent, will show you how to implement an optimization machine that will drive both growth and insights at your company. Mike will present frameworks that you can apply today to take your testing efforts to the next level	Michael St Laurent
3:50pm-4:25pm	Updates in developments in privacy law	Keri Bennett
4:25pm-5:00pm	Transformational challenges with adopting a data driven approach Best buy will share insights into how they transformed their culture that embraces data.	Brendan Toupin Matt St John
5:00pm-6:30pm	Cocktail reception	



Guest Speakers

Michael St Laurent

Senior Optimization Strategist at WiderFunnel



Michael is an experienced Optimization Strategist and thought-leader at WiderFunnel. He spends his days brainstorming creative and feasible solutions to help some of WiderFunnel's most notable clients crush their

competitors.

Michael is able see and think from the user's perspective, and has an innate ability to understand complex problems and break them down into very simple, digestible frameworks. He is a popular speaker at BCIT and Red Academy, and a favourite presenter for his clients.

Paul Busch

Director of Sales at Bstock



Paul Busch has been involved with reverse logistics and inventory remarketing for the past two decades, in the IT, consumer electronics and appliance industries. Paul is currently the Canadian Director of Sales and Business

Development for B-Stock, a technology company that provides customized private auction marketplaces for major retailers and manufacturers.



Dave Mack

Vice President, Omni-Channel Retail at SCI

Dave is a strategic and energizing e-commerce/retail leader known for driving new business growth through innovative and entrepreneurial thinking. With over 25 years of experience in retail and a tireless effort on placing the customer at the center of his growth strategies, he's one of those E-commerce professionals who got into the industry early enough to have seen it evolve over the past 15-20 years. He's lead the E-commerce business from the ground up for major retailers like The Source, RadioShack and Sears Canada and therefore has a unique big picture understanding of Omni-Channel retail.

Dave's current role at SCI as Vice President of Omni-Channel Retail is focused on the development and growth of the Omni-Channel Retail business. SCI is a supply chain partner that is trusted by clients in the retail, e-commerce, technology, and healthcare sectors. SCI enables clients to accelerate the growth rate of their business by removing the obstacles of fulfillment scalability.

Dave has been a guest speaker at several e-commerce related conferences, including the Operations Summit, E-Tail Canada, Internet Retailer, etc. He's also been involved in the Retail Council of Canada and sat on the STORE Conference Planning Committee for several years.

Dave studied Business at the University of New Brunswick, and currently resides in Ontario with his family.



Michael E. LeBlanc

Retail Advisor at Retail Council of Canada



Michael has twenty years of brand marketing, multichannel retail and eCommerce experience. He is a data driven marketer who throughout his career has been recognized as being well regarded

across multiple disciplines and within diverse teams across media, retail and brand marketing. He commenced his career working with world class consumers brands including Black & Decker, and Levi Strauss & Co. He has been one of the true early pioneers in the area of digital marketing in Canada. He has been instrumental in the launch of early adopters of digital media with great Canadian brands including CanWest Media Networks, Hudson's Bay and The Shopping Channel.

At the Retail Council of Canada Michael has had the opportunity to draw upon that digital pioneer experience as he works to support the Canadian retail community. He is immersed in the opportunities and challenges retailers are experiencing in this age of disruption.

Michael holds a BA in Criminology and Criminal Justice, Carleton University and an MBA from the Rotman School of Management at the University of Toronto.

Johnny Russo

Associate Vice President of Digital Marketing and Ecommerce at Mark's



Johnny Russo joined Mark's as the Associate Vice President of Digital Marketing and Ecommerce in January 2016. Previous to joining the Mark's team, Johnny worked at Bentley Leathers

Inc. and was brought on to lead their Ecommerce and Digital Marketing. He was tasked with re-launching the new, fully responsive Bentley Ecommerce experience in May 2015. Prior to Bentley, Johnny worked in similar capacities for Mexx Canada and Buffalo David Bitton, overseeing everything from digital marketing, ecommerce, social media, operations, customer service, web design, and digital analytics.

Johnny has over 11 years of online marketing and ecommerce experience in the retail, manufacturing, mobile, and software sectors. Johnny is energetic and passionate about the Ecommerce and Digital Marketing fields, often speaking at numerous industry events, as well as sitting on the Board of Advisors for Etail Canada and Ecom MTL, and on the Board of Directors of the Calgary Marketing Association. Johnny is obsessively trying to optimize and improve upon the online and omni-channel customer experience.



Keri Bennett

Associate, Fasken Martineau's National Antitrust/Competition & Marketing Group

Keri Bennett engages in a broad labour and employment practice advising public and private sector organizations on all aspects of the employment relationship. Keri also advises clients on compliance with federal and provincial privacy legislation. Keri represents clients in matters before the BC Human Rights Tribunal, BC Employment Standards Branch, the BC Labour Relations Board, the Workers' Compensation Appeal Tribunal, the courts, labour arbitrators and the Office of the Information and Privacy Commissioner for British Columbia.

Brendan Toupin

Director, Retail eCommerce at Best Buy Canada Ltd.



Brendan joined Best Buy Canada in 2014 bringing with him over 10 years of retail expertise spanning from retail goods to digital. Brendan has been responsible for leading and continually developing all aspects of the customer facing experience across all eCommerce platforms. From web and mobile to social shopping and more, Brendan has consistently delivered the sales and profitability for Best Buy to excel in online customer experience. Perhaps one of his strongest attributes is Brendan's ability to foster a high functioning and profoundly engaged team. His ability to be a mentor and develop team members is key to the continued success of the Retail team in eCommerce. Un-paralleled service goes beyond words for Brendan and those fortunate enough to work with him are able to see every day what dedication truly means.

Matt St. John

Head of Digital Intelligence at Best Buy Canada Ltd.



Matt St. John is on the eCommerce leadership team and head of Digital Intelligence at BestBuy.ca, one of Canada's most visited websites and best omni-channel retail experiences. His team is responsible for building a data-driven culture and supporting overall strategy and decision making with insights and analytics. Matt has over 12 years of analytics experience in companies including Westin, Fairmont, Full Tilt Poker, lululemon athletica, and currently at Best Buy Canada. Matt graduated from Carleton University with a degree in Business and MIS, and went on to get a Certificate in Web Intelligence from UBC and an Executive MBA from SFU.

List of attendees

First Name	Last Name	Company
Paul	Busch	B Stock Solutions
Thierry	Hay-Sabourin	Best Buy Canada
Brendan	Toupin	Best Buy Canada
Matthew	Stjohn	Best Buy Canada
Oliver	Villagran	Build Direct
Annik	Lefebvre	Canada Post
Trish	Shearon	Canada Post
Victor	De Souza	Coastal
Mark	Spoorenberg	Coastal
Keri	Bennett	Fasken Martineau
Dean	Petruk	Fields
Michael	Macintyre	Indochino
Michael	Tan	Integrus Management
Zahid	Aslam	London Drugs
Michelle	Potter	London Drugs
Rebecca	Huang	London Drugs
Kyle	Pretsch	Lucky Brand
Johnny	Russo	Marks
Christina	Bullock	Marks
Karlie	Beiko	Marks
Deneatra	Ford	Marks
Matt	Thompson	MEC
Alexandra	Chu	MEC
Heather	Smelser	Purdy's
Michael	LeBlanc	Retail Council of Canada
Adam	Patterson	Saje
Roger	Sharpe	SCI
Ross	Copley	SCI
Dave	Mack	SCI
Chris	Galindo	SCI
Dwayne	Johnson	SCI
Tim	Hassed	Telus
Kai	Yeung	Urban Barn