

A photograph of Chris Petersen, PhD., speaking on a stage. He is wearing a dark pinstriped blazer over a dark shirt with vertical white stripes. He has white hair and a beard. The background is a purple and blue grid pattern. The text "Chris Petersen, PhD. Speaker's Kit" is overlaid on the right side of the image.

Chris Petersen, PhD.
Speaker's Kit



Chris H. Petersen has built a legacy through working with Fortune 500 companies, delivering measurable results in improving their performance and partnerships.

Chris brings a high level of engagement in his speaking opportunities through his storytelling, case study, and highly visual approach.

With traveling to over 40 countries speaking and teaching, Chris has the practical knowledge, expertise and first hand experience in the specialties of customer experience, retail, leadership, marketing, and measurement.

"Superior customer experience will differentiate the retail store of the future from the death spiral of competing on low price. Quality customer experience doesn't just happen, it has to be created."

~Chris Petersen



Global Speaker → Retail Expert → Consultant



Core Topics & Workshops

Retail Revolution: Rebooting Retail for the Future

Session Length: 60 Minutes

While the nature of change varies somewhat from country to country, there are very clear patterns which retailers can no longer afford to ignore. The evolutionary breaking point for retailers is:

Consumer shopping behavior is now a continuous stream of events across multiple channels, not a singular moment of truth in a store.

Dr. Petersen will share first hand examples from studying retail in many countries. The session is literally a photo showcase of how retailers are literally hitting “reboot” in order to meet new levels of consumer expectations. This session allows you to participate in a fast and fun hour of reviewing the changing face of retail worldwide.



Global Speaker → Retail Expert → Consultant



Core Topics & Workshops

The Endless Aisle in A Seamless World

Session Length: 60 Minutes

A retail revolution is taking place. However, it isn't the retailers driving this unprecedented change. The consumers are demanding a seamless shopping experience available anytime, anywhere. Traditionally, retailers obsess with channels but consumers don't care. Omnichannel is now the new normal of retail and the survivors of this revolution, will be the ones who are the most nimble and adaptable to change.

This session will focus on best practices and understanding the complexities of the seamless experience. A major take away from this session will be how to align consumer experience in ways that produce results that count on the bottom line.

Three Take Aways:

- Consumers forget what you said and did, but not how you made them feel
- The winning strategy for optimizing experience and results: Stage, Actors, & Script
- The BIG Bets are required for Omni channel retailing



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Core Topics & Workshops

Omni-Channel is The New Normal

Session Length: 60 Minutes

The behavior of today's consumer is forcing retail to change and innovate at lightning speeds. This session will focus on what bricks & mortar stores on Main Street must do to survive. It is no longer cross channel shopping of the web vs. the store. Today's consumer now demands to have a quality experience where ever they are, whenever they shop. They value choice, convenience and service.

In the days of "big box" mass merchant retailing, smaller stores were at a disadvantage in a product centric landscape. Today, there is a rush to building smaller more cost effective showrooms with a virtual shelf. Now that the consumer is literally in charge, the playing field and strategies have changed. Omni-channel strategies and techniques have literally become the new normal to be competitive in a consumer centric market. Even the differentiators and core metrics have changed.

Results count ... everything else is conversation.

Reserve this session to learn what is working and producing measurable results in this consumer centric marketplace.

International Experience

Customer experience has one thing that is central to its core ... how does the customer “feel”. That is universal all over the world:

- ✓ Traveled to over 40 countries
- ✓ Worked with international firms and retailers specializing in measurement and customer experience
- ✓ Visual library of how retailing is working around the world
- ✓ Travels globally from Omaha, Nebraska



TESTIMONIALS



“Chris’ engagement not only captivates the audience, but truly gets the participant thinking, asking questions, and participating in an ongoing dialogue.”

~ CEO

“I Love how Chris’ presentations aren’t information dense. They are visual and bring all the core concepts to the forefront.”

~ VP of Strategic Implementation

“Chris brings the world to you. Not only does he have the retail experience, but he has seen the industry evolve and “reboot” around the world. It gets you out of your comfort zone and into what is happening around you.”

~ VP Customer Experience



Global Speaker → Retail Expert → Consultant



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[IMS Results Count Blog site](#)

[@chrishpetersen](#)

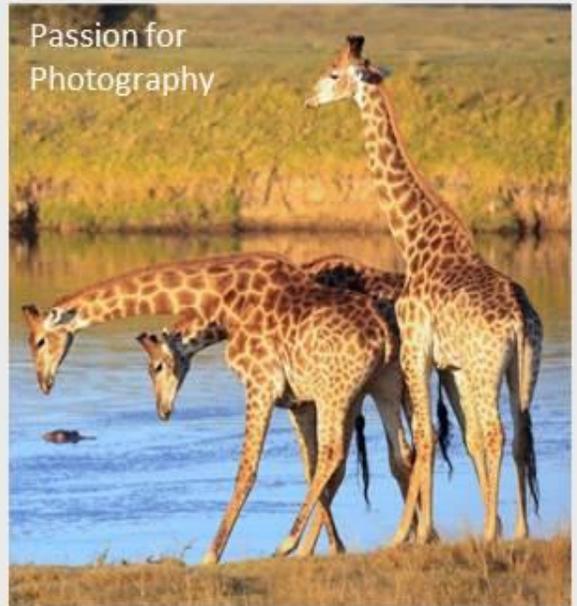
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	Ph.D. Psychology & Statistics		University Professor 5 Years
CEO & Senior Partner		Retail University Founder & Lead Facilitator	 15K+ graduates worldwide
	Lead Contributor & Writer		Worldwide Public Speaker



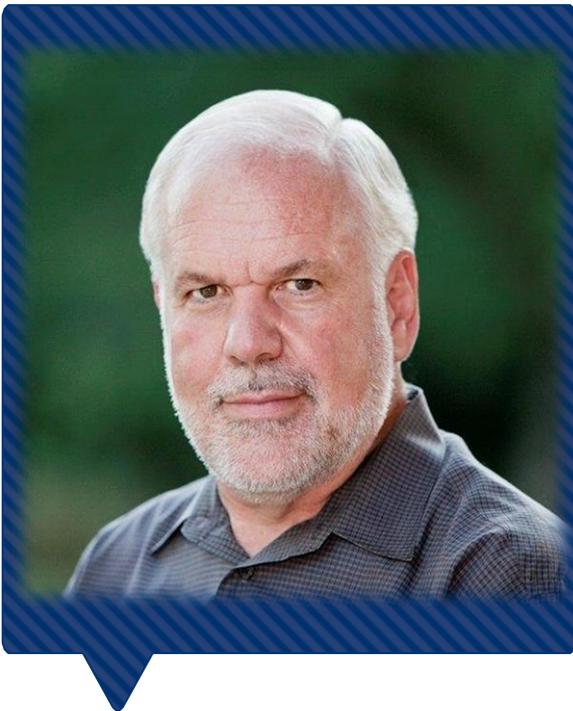
About Chris Petersen

Chris H. Petersen, PhD, CEO of Integrated Marketing Solutions is a strategic consultant who specializes in retail, leadership, marketing, and measurement. He has built a legacy through working with Fortune 500 companies to achieve measurable results in improving their performance and partnerships. Chris is the founder of IMS Retail University, a series of strategic workshops focusing on the critical elements of competing profitably in the increasingly complex retail marketplace.



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RESULTS COUNT ... EVERYTHING ELSE IS CONVERSATION.



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