



RETAIL REVOLUTION: REBOOTING RETAIL FOR THE FUTURE

Results Count ... everything else is conversation!



Crystal Johnson

Marketing and Communications Coordinator
Crystal.Johnson@imswired.com

DESCRIPTION OF SESSION TOPIC:

Session: **Retail Revolution: Rebooting Retail for the Future**

Retail has changed more in the last 3 years than the previous 30. This tumult of retail change indicates that the survivors might not be the biggest or the strongest, but those that can most quickly adapt to a tidal wave of change. What is driving the revolution in retail? You, the consumer.

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. Join this session and participate in a fast and fun hour of reviewing the changing face of retail worldwide.

SPEAKER:

Chris Petersen Bio

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.

Public Speaking Experience:

Chris has presented worldwide on numerous retail topics. Most recently, he has spoken on current ‘Retail Trends Around the World’ at the Annual Retail Congress in Tallinn, Estonia. Additionally, he presented at the Retail Customer Experience Executive Summit (2013) on worldwide retail and the customer experience.

MAIN CONTACT INFORMATION:

Name: Chris H. Petersen, PhD
Title: CEO & Senior Partner,
Integrated Marketing Solutions
Address: 30108 Kimberly Drive,
Ashland, Nebraska 68003
Phone #: 402.486.3151
Direct #: 402.770.0991
Email:
chris.petersen@imswired.com

SOCIAL MEDIA INFORMATION:

LinkedIn: [Chris H. Petersen](#)
Facebook: [IMS Results Count](#)
Google +: [IMS Results Count](#)
Twitter: [@chrishpetersn](#) &
[@imsresultscount](#)
Pinterest: [IMS Results Count](#)



Chris has also presented multiple times at the Retail Value Chain Federation conferences. Chris travels extensively worldwide to train and conduct IMS Retail University Workshops and has been to over 40 countries with 15,000+ graduates. Most recently, he traveled to Shanghai, China as an Executive Facilitator for an advanced Retail University workshop focused on how to leverage omni-channel best practices from around the world.

REFERENCES:

- James Bickers, Networld Alliance, RetailCustomerExperience.com, Vice President, Events and Custom Media, jamesb@networldalliance.com, 502.241.7545 Ext 159
- Kim Zablocky, Retail Value Chain Federation, Founder & Principal of RVCF, kzablocky@rvcf.com, (646) 442-3476 or 3473

SESSION FORMAT:

Sessions will be delivered by the presenter using an engaging and highly visual PowerPoint deck. Dr. Petersen's delivery style is not to create super dense slides, but rather visual and point-driven ones to create impact and remembrance. He also allows for time after his presentations to engage in a Q&A session.