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# Retail TouchPoints Honors 17 Retail Innovators At Awards Event

## By Debbie Hauss

During the inaugural **Retail Innovator Awards** event, *Retail TouchPoints* (RTP) recognized 17 retail executives who have focused on innovation in order to improve their businesses and the entire retail industry. Close to 100 industry executives, colleagues, friends and family gathered at The Yale Club in New York City on June 18<sup>th</sup> to honor these first-ever Innovator Award winners.

The Retail Innovator program is designed to honor individual executives in the retail industry who are focused on driving change through innovation. RTP has defined **Retail Innovators** are defined as: *Retail executives and thought leaders who think outside the box to develop and foster innovative concepts and strategies that help move the overall retail industry forward.* 

In this inaugural program, RTP has recognized a group of the most influential retail innovators working on behalf of the retail industry. To select the winners, we sent out a call for nominations in early February, then narrowed the choices through an internal review process before selecting the final 17 winners.

To get a head start on the 2015 Retail Innovator Awards, we already have opened nominations! <u>Click here</u> to nominate a deserving retail innovator. Otherwise, read on to learn more about the innovative strategies implemented by the 2014 Retail Innovator award winners!

The 2014 Retail Innovator Awards were presented to:

- Jeff Raider, Co-Founder, Harry's and Warby Parker
- Leena Munjal, SVP Member Experience and Integrated Retail, Sears Holdings
- Valentino Vettori, Chief Strategy Officer, Century21 Stores
- Craig Elbert, VP Marketing and Jason Bornstein, Marketing Manager, Bonobos
- Rudy Hermond, SVP, AT&T
- Gary Schwartz, CEO/President, Impact Mobile
- Bryan Hoppe, VP Store Operations, Pep Boys
- Robert Notte, CTO, Jamba Juice
- Kevin McKenzie, Global Chief Digital Officer, Westfield Labs
- Ed Rennemann, Chief Transformation Officer, Crate & Barrel
- Andrew Parkinson, CEO, Peapod
- Greg Buzek, Founder, RetailROI
- John Thrailkill, VP Store Systems, The Container Store
- Johnna Marcus, Director, Digital Business Development, Sephora
- Jane Park, CEO, Julep
- Scott Moore, SVP Marketing, Best Buy

Read on to learn about each winner's success story.



Harry's.com is an e-Commerce retailer that sells razors described as "a great shave at a fair price." Warby Parker sells fashionable eyewear at affordable prices, including a try-at-home glasses program.

- Jeff Raider and Harry's Co-Founder Andy Katz-Mayfield believe that companies should try to make the world a better place.
- Harry's donates 1% of sales and volunteers 1% of employees' time to charitable causes, such as City Year.
- Product innovation: Harry's owns its Germany-based factory and incorporates customer input to upgrade the products on a continual basis. The company will be introducing a new line for women.
- Warby Parker has been named one of the top innovative companies in the U.S. by Forbes and is valued at approximately \$500 million.



Erik Kimel, Head of Brand Activation for Harry's, accepts the Retail Innovator Award on behalf of Jeff Raider from Alicia Fiorletta, Senior Editor of Retail TouchPoints.



LEENA MUNJAL

SVP, MEMBER EXPERIENCE AND INTEGRATED RETAIL

SEARS HOLDINGS

Sears Holdings Corporation is an integrated retailer with more than 2,400 full-line and specialty retail stores in the U.S. and Canada, and the home of Shop Your Way, a social shopping experience in which members can earn points and receive benefits across a wide variety of physical and digital formats.

- Leena founded and leads the company's Integrated Retail Labs, a team charged with questioning the norm and pushing the creative boundaries to redefine the shopping experience.
- In her position, Leena has equipped hundreds of Sears and Kmart stores with Wi-Fi and technology infrastructure, empowering associates with tablets and handhelds and launched several custom apps to help customers make informed purchase decisions.
- Sears Holdings' integrated retail sales grew 11% in 2013, with a 12% growth online. More than two thirds (69%) of all transactions at Sears and Kmart stores were made by Shop Your Way members in 2013. In addition, 60% of sales at Sears are now multi-channel transactions.



Leena Munjal accepts here Retail Innovator Award from Debbie Hauss, Editor-in-Chief of Retail TouchPoints.



Century 21 Department Stores is a small chain of stores self-described as "Boutique of the Off Price." The flagship store is located in downtown Manhattan, NYC.

- Valentino led the charge to redesign Century21 stores to become more relevant, modern and guest-centric.
- Launched mobile apps and loyalty rewards in the off-price retail segment.
- Aligned cross-functional leaders to a new company strategy.
- Created a culture of "One for all and all for one!".



Valentino Vettori accepts his Retail Innovator Award from Alicia Fiorletta.



Bonobos is a multichannel men's retailer. Although the business started as online only, Bonobos has since opened a series of brick-and-mortar shops in major cities nationwide.

- The Bonobos marketing team leverages a series of fun and creative acquisition and retention methods. For example, the retailer encourages customers to submit photos of themselves wearing Bonobos gear and promotes the usergenerated content across channels.
- Bonobos uses Convertro to gather full path-to-conversion data and track which channels introduce new customers to the brand, which drive repeat customers to purchase, and through which channels top customers were acquired.
- The retailer takes an omnichannel approach to customer service and engagement, using social media to track and respond to customer feedback. The retailer even launched its own social media service group, called the Bonobos Ninjas.



Craig Elbert and Jason Bornstein accept the Retail Innovator Award from Debbie Hauss.



A well-known brand name, AT&T has been working to improve the customer experience in its more than 16,000 retail stores, including 2,000 company-owned stores, bridging the online and in-store experience.

- Rudy brought the concept of AT&T's "store of the future" retail design to life, including the company's first award-winning Brand Store on Michigan Avenue in Chicago in 2012.
- He is hyper-focused on pushing the boundaries of integrating the physical store environment with the digital/online shopping experience.
- Transitioned entire store footprint (in more than 2,000 company owned stores) to a mobile POS.
- AT&T has been recognized by J.D. Power for outside customer service and wireless purchase satisfaction.



Rudy Hermond accepts his Retail Innovator Award from Alicia Fiorletta.



Gary is the CEO of Impact Mobile, Inc. and author of *The Impulse Economy* and *Fast Shopper, Slow Store*, which were published by Simon & Schuster, Atria Imprint. He also is working on a new book, covering the Internet of Things as the new app store.

- Gary founded and chaired the mobile committee for the Interactive Advertising Bureau (IAB) helping to establish a joint task force between the IAB, Mobile Marketing Association (MMA) and the Media Rating Council (MRC) to develop global mobile measurement standards for which he received an IAB award for industry excellence in 2009.
- Gary was elected for three terms as the Chairman of MEF North America and currently is the Global Director of Location Based Marketing Association; the Executive Chairman of 4More Innovation (Thinkwire platform on Twitter) and Special Adviser to The Wireless Registry.
- Gary is the recipient of the Macromedia People Choice Award as well as the Dodge Foundation Award for Innovation. In 2013, *Mobile Marketer* recognized Schwartz as the "Mobile Commerce Evangelist of the Year."



Gary Schwartz accepts his Retail Innovator Award from Debbie Hauss.



Pep Boys is a 630-store chain with locations in 35 states, self-described as the only aftermarket service and retail chain in the nation that is capable of serving all four segments of the automotive aftermarket: the do-it-yourself, do-it-for-me, buy-for-resale and replacement tires.

- Bryan led the implementation of successful custom-created online eLearning program for 19,000 employees featuring gamification.
- A similar program is now in place at Walmart, Toys "R" Us and Bloomingdales.
- More than 95% of Pep Boys employees voluntarily participate in the training program.



Bryan Hoppe accepts his Retail Innovator Award from Alicia Fiorletta.



Jamba Juice is a restaurant retailer that offers "better-for-you" food and beverage options, including smoothies, juices, teas, salads and sandwiches. As of April 1, 2014, there are 854 Jamba Juice store locations worldwide.

- Robert has led the integration of Jamba's mobile commerce applications by using the national store footprint as a large-scale test lab for commerce providers.
- To drive adoption of ISIS Mobile Wallet, Notte led the launch of the Million Free Smoothie or Juice campaign, in which customers using the ISIS app could win a free beverage every day until one million were given out. Four months since the launch, ISIS adoption and engagement have steadily increased.
- He meets weekly with Jamba's Chief Brand Officer to drive Jamba Juice forward, especially in leveraging technology in innovative ways to engage and market to consumers.



Robert Notte accepts his Retail Innovator Award from Debbie Hauss.



#### KEVIN MCKENZIE

GLOBAL CHIEF DIGITAL OFFICER

## WESTFIELD LABS

Westfield Labs is an entity of The Westfield Group and serves as a global digital lab focused on innovating the retail ecosystem by leveraging the social, mobile and digital market opportunities that converge the digital shopper with the physical world. Westfeld Group has one of the world's largest shopping center portfolios with 87 centers in Australia, New Zealand, the U.S., and the UK. Last year more than 1 billion customer visits generated over \$40 billion in retail sales.

- Kevin was brought on board in 2012 to start Westfield Labs. He leads the integration of Westfield's shopping centers around the world with emerging digital technology as well as examines new business development opportunities.
- The Westfield Labs team piloted a number of new technologies across multiple touch points, including in-center, web and mobile in 2013 and the start of 2014.
- Some innovations include: Digital Storefront at Garden State Plaza in New Jersey and Westfield San Francisco; same-day delivery services at Century City in Los Angeles; and a searchable mall in Australia.



Kevin McKenzie accepts his Retail Innovator Award from Alicia Fiorletta.



Crate & Barrel is a 170+ store American chain of retail stores, based in Northbrook, Illinois, specializing in housewares, furniture, and home accessories.

- Ed and the team realized that by using traffic data in its scheduling model, that operations could improve its labor spend distribution and accuracy.
- With real-time traffic monitoring, and simultaneous visibility into operational and workforce data, Crate and Barrel created a labor budget and demand curve, a benchmark that shed light on how much opportunity the retail brand had when it came to sales conversion.
- By the second week of the joint application pilot the Milwaukee store reported a 6% increase in its weekly conversion rate while the company's store in Northbrook Illinois saw a 4% conversion rate bump. And as a result of Crate and Barrel's HCM customer service initiative, the company is seeing doubledigit improvement.



George Findling and Chris Frye accept the Retail Innovator Award on behalf of Ed Rennemann, from Debbie Hauss.





Peapod, started in 1989 by brothers Andrew and Thomas Parkinson, has grown from a small shopping and delivery service the Parkinsons operated with help from family and friends to a major e-Commerce player and the country's leading online grocery delivery service. Since its inception in 1989, Peapod has delivered more than 25 million orders. In 2001, Ahold purchased Peapod establishing the company as a wholly-owned subsidiary.

- Ahold and Peapod opened Pick Up Points in the U.S. at Stop & Shop, Giant Landover and GIANT/MARTIN'S stores. Pick Up Points allow customers to order their groceries online via <u>peapod.com</u> and schedule a pick up time that works for them. In 2013, Ahold USA reached a major milestone by opening its 100th Pick Up in less than two years.
- Earlier this year Peapod opened its first digital innovation center, Peapod Propulsion Labs. Located in Chicago, it serves as a center of development excellence focused on driving the innovation that is powering the growth of e-Commerce.
- Peapod works with local schools to teach students how to buy nutritious foods, which are then donated to local food banks and pantries. The "Kids Give Back" program teaches students how to select nutritious foods and support a worthy cause.



Tony Stallone accepts the Retail Innovator Award on behalf of Andrew Parkinson, from Alicia Fiorletta.



Founded by Greg Buzek, President of retail consultancy IHL Services, the Retail Orphan Initiative (RetailROI) launched in 2008 to raise awareness and provide real solutions for the more than 400 million vulnerable children worldwide.

- Celebrating its 5th anniversary in 2013, RetailROI has helped more than 125,000 children worldwide through 69 projects, spanning education, computers, food and medical care.
- More than 94% of the funds collected by RetailROI have been used in direct support of charities that provide hands-on relief for orphan care, foster care and rescue children from human trafficking.
- In its first four years, RetailROI raised more than \$1.1 million.



Vicki Cantrell accepts the Retail Innovator Award on behalf of Greg Buzek, from Alicia Fiorletta.



The Container Store opened its doors on July 1, 1978 in a small, 1,600 square-foot retail space in Dallas, selling bins, drawers, mailboxes, basket and crates to help consumers save space. Today, with 60+ locations in the U.S., stores average 25,000 square-feet and offer more than 10,000 innovative products to help customers save space and time.

- Under John's leadership, The Container Store has adopted mobile wearable technology to help associates conduct "heads up" vs. "heads down" interactions with shoppers.
- The Container Store is one of the best companies to work for, according to Fortune Magazine.
- The company is known for paying its employees well above minimum wage and being a good "corporate citizen."



JOHNNA MARCUS

DIRECTOR, DIGITAL BUSINESS DEVELOPMENT

SEPHORA

Sephora is an international, omnichannel cosmetics retailer. With its Beauty Insider program, Sephora TV, an augmented reality offering and Beauty Board, Sephora provides a variety of ways for customers to engage with the retailer and its products across touch points.

- Johnna managed the mobile marketing and strategy for Sephora. Marcus was named one of iMedia's Top 10 Hottest Digital Marketers of 2013.
- She spearheaded Sephora's move to omnichannel integration, helping to execute Digital Beauty Insider cards, eGift Cards through Passbook and Sephora mobile platforms.



Julep is a multichannel beauty brand offering nail polish and makeup, as well as skin, nail and body care products. Tapping into its Mavens, Julep collects insights from its most loyal customers on new products, nail polish colors and potential innovations.

- Jane was featured in *Fast Company* as an innovative CEO for her efforts in building the Julep community and brand.
- She's no stranger to innovation: Jane founded Julep after serving as Director of New Ventures at Starbucks for more than three years.



Best Buy Co., Inc. is the world's largest consumer electronics retailer, offering advice, service and convenience — all at competitive prices — to the consumers who visit its websites and stores more than 1.5 billion times each year. In the United States, more than 70 percent of Americans are within 15 minutes of a Best Buy store and BestBuy. com is among the largest e-Commerce retailers in the U.S. Additionally, the company operates businesses in Canada, China and Mexico. Altogether, Best Buy employs more than 140,000 people and earns annual revenues of more than \$40 billion.

 Scott and his team are working on opportunities for Best Buy to unlock growth opportunities by creating and effectively communicating new compelling value propositions for customers that go beyond price. As a company Best Buy is focused on developing more targeted, relevant, personalized, digital customer communication for key touch points of the customer experience and shopping journey in support of category strategies.



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# About Retail TouchPoints

Retail TouchPoints is an online publishing network for retail executives, with content focused on optimizing the customer experience across all channels. The Retail TouchPoints network is comprised of a weekly newsletter, special reports, web seminars, exclusive benchmark research, an insightful editorial blog, and a content-rich web site featuring daily news updates and multi-media interviews at <u>www.retailtouchpoints.com</u>. The Retail TouchPoints team also interacts with social media communities via Facebook, Twitter and LinkedIn.



Retail TouchPoints also honors retail companies during the year, through other awards programs:



Channel Innovation Awards



Customer Engagement Awards



Store Operations Superstar Awards

Do you know a retail innovator you'd like to nominate for next year's award?

If so, click here: Retail Innovator Award 2015 Nominations