



Home Improvement eRetailer Summit

eCommerce Intelligence & Insights

**Jason Goldberg, longtime retailer and
Omnichannel marketing guru, to speak at The Summit**

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Jason Goldberg, a leading expert on connecting ecommerce with customer experiences, will offer advice and tips for omnichannel strategies at the upcoming Home Improvement eRetailer Summit, to be held on November 7-9 at the Hotel Monaco Chicago.

“We are pleased that Jason ‘Retailgeek’ Goldberg is joining the lineup of stellar speakers convening this November in Chicago for the Summit,” says Sonya Ruff Jarvis, the event’s Founder. “Our attendees are looking forward to him sharing his insights and expertise on Omnichannel Strategies that Work, a topic at the core of what Jason does so well.”

Jason leads the Commerce Practice at Publicis.Sapient, a consulting firm that addresses today’s digital business transformation imperative.

He is a 4th-generation retailer, who launched his first ecommerce site for Blockbuster Entertainment in 1995. In the subsequent 20 years, Jason served as a principal customer experience architect for top retailers such as Best Buy, Target, and Walmart.

With a focus on ecommerce and digital marketing for omnichannel retailers, he has worked with over 100 clients on the Internet Top 500 and has been responsible for billions of dollars in online revenues. His twitter feed, @retailgeek, is one of the most-followed ecommerce subject matter experts on the web.

Jason is a member of the board of directors of shop.org, the digital retail arm of the National Retail Federation, which in 2017 named him to its “List” of people shaping the future of retailing.

A *Forbes* contributor, Jason has served as an expert witness in federal court on ecommerce, as a guest lecturer on retail and e-commerce at the Kellogg School of Management for Northwestern University, and as one of the hosts on iTunes' top e-commerce podcast "The Jason & Scot Show."

For more information about the Summit's agenda, speakers and registration, contact Sonya Ruff Jarvis at sruffjarvis@eretailersummit.com, or 203-295-3385.

About the Home Improvement eRetailer Summit

The Home Improvement eRetailer Summit is the only face-to-face North American event that focuses on home improvement ecommerce through networking, education, and one-to-one meetings. It is designed for all types of retailers, manufacturers, distributors and industry professionals who are interested in gaining intelligence and insights on how to optimize the internet as a distribution channel to sell more home improvement products. The Summit is owned and operated by the JC Event Group.

www.eretailersummit.com