



Home Improvement
eRetailer Summit
eCommerce Intelligence & Insights

General Manager of www.eFaucets.com will deliver keynote address at the upcoming Home Improvement eRetailer Summit

FOR IMMEDIATE RELEASE

April 16, 2019

Contact: Sonya Ruff Jarvis, 203-295-3385
sruffjarvis@eretailersummit.com

(TRUMBULL, CT) — Parvez Patel, the General Manager for www.eFaucets.com and www.hausera.com, will be the keynote speaker at the 4th annual Home Improvement eRetailer Summit, scheduled for November 6-8 at the Hotel Monaco Chicago in downtown Chicago.

eFaucets is an online kitchen and bath destination, that offers top brand products, combined with expert advice, and peace of mind service. www.hausera.com (launching May 2019), is an inspirational eCommerce experience, focused on helping home owners and interior designers realize their dream kitchen & bath spaces...

The Summit can also confirm that the research firm The NPD Group will be returning to the event to share its insights about new developments, since last year's event, in home-improvement ecommerce. Leen Nsouli, an industry analyst for The NPD Group's Home Improvement division, will make that presentation.

As part of its 2019 agenda, the Summit will feature a panel discussion specifically focused on the ecommerce challenges for specialty dealers. That panel will include Matt Woods, MBA, Chief Operating Officer for Woods Hardware, a

Cincinnati-area True Value-affiliated dealer with six locations. Woods Hardware's new ecommerce website includes a virtual tour of each of its locations.

The Summit is adding 30-minute breakout sessions about Best Practices for Collaboration and Finding Solution Partners. We can confirm that a participant in the sessions' content solutions track will be Lawrence Mansour, Chief Executive Officer and Co-founder of EZ-AD, a digital advertising platform that allows retailers to display product ads and video content throughout their businesses. Mansour grew up in the home improvement industry, as his father owns a half-dozen True Value Hardware stores in the Detroit area. EZ-AD recently sold its mobile app to True Value.

Peter Giannetti, Editor-in-Chief of *HomeWorld Business*, will facilitate the question-and-answer periods during the fall event.

Over the following weeks, the Summit will be announcing the rest of its speaker roster. "Our Advisory Board is in the trenches every day, and understands ecommerce's current challenges and optimizable trends. We will continue to focus on content that is practical, and that responds to unanswered questions for our industry," says Sonya Ruff Jarvis, Founder of the Home Improvement eRetailer Summit.

For more information, please contact Sonya at 203-295-3385. And check out the redesigned homepage at the Summit's website, www.etailersummit.com.

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 JC Event Group.

www.etailersummit.com