



Home Improvement eRetailer Summit

eCommerce Intelligence & Insights

Agenda for Home Improvement eRetailer Summit designed to encourage attendee interaction

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(TRUMBULL, CT) — The agenda for this year's Home Improvement eRetailer Summit will provide a forum to encourage attendee interaction.

The theme of the Summit, scheduled for November 6-8 at the Hotel Monaco Chicago in downtown Chicago, is eCommerce Intelligence and Insights. Its agenda is designed to facilitate networking within a curated environment where attendees are shoulder-to-shoulder with industry movers and shakers.

“Every year, we strive to provide our attendees with the opportunity to learn from their peers, and to bring back cutting-edge ideas to their companies,” says Sonya Ruff Jarvis, the Summit's founder.

This year's Summit opens with a conversation with Laura Heller and David Weiss. Heller, Director of External Affairs for Performics; and Weiss, a partner with McMillan Doolittle, will discuss what has happened and changed over the past year in global retail and ecommerce. The question-and-answer format, which

HomeWorld Business magazine's editor Peter Giannetti will moderate, is structured for active and direct audience engagement with the speakers.

The NPD Group will share its findings on emerging trends in eCommerce, based on its latest data and analysis. Leen Nsouli, an industry analyst with The NPD Group, will present the findings.

The Summit has added a Best Practices block of sessions to its agenda that is intended to offer immediate takeaways that attendees can apply to their businesses:

- Paul Lin, CEO of the online retailer DrillSpot, will discuss how his company deploys Big Data to drive profits, increase customer loyalty, and wrangle supply and demand challenges.
- Charlene Casey, Ecommerce Fulfillment Specialist with Rakuten Super Logistics, will highlight how a direct-to-consumer approach can meet customers' expectations for fast and flawless fulfillment and delivery, the two pillars of online retailing success. Rakuten Super Logistics (RSL) is an order fulfillment giant with more than 20 million customers worldwide and 18 million products for sale online.

"It isn't a matter of IF you are going to sell online, but WHEN," says Casey. "Trends tell us that consumers want what they order now. Rakuten Super Logistics offers a two-day delivery network and becomes your eCommerce partner. We want to share knowledge about the process, the warehouses, the team, and the benefit to eRetailers."

Casey says RSL gains from participation in the Summit by meeting eRetailers and opening a dialogue about this segment of the eCommerce world. "It benefits RSL to educate business owners to do what they do best and allow experts to do what we do best," she explains.

- During the third Best Practices session, The DIY Playbook's Casey and Michael Finn will detail how leveraging connections with market influencers can drive transactions. Their presentation will include a step-by-step financial guide.

Elizabeth Ragone, Lenox's Senior VP-Direct to Consumer, will moderate a Specialty eRetailer panel discussion that features Matt Woods of Cincinnati-based Woods Hardware Stores; Joe Caldwell, Director of eCommerce for Sims Supply; and Asa Farquhar, Category Manager of Home Improvement for Spreetail.com and VM Express.

Spreetail.com, which launched in 2006, is a jack of all trades: it develops its own technology, markets the products, manages warehouses, and creates original community-focused programs that make a real-world impact. It sells thousands of products through numerous online channels, including two of its own, and ships them to customers in 1-2 days free of charge.

"We know that we collaborate and think bigger together, which is why we've spent years building best-in-class in-house teams that are ready to tackle challenges others call impossible," says Farquhar, whose categories of responsibility include Tools, Hardware, Plumbing and Electrical.

This is Farquhar's first Summit, and he believes it can help Spreetail.com establish and strengthen its vendor relationships. "As a rapidly growing company, the opportunity to network and collaborate with so many great vendor partners in one place with one goal is exciting and unique."

The Summit wraps up with a Keynote address delivered by Parvez Patel, General Manager of eFaucets.com and Hausera.com, who has built the largest distribution network in the home/kitchen fixtures space.

For more information, and to request your invitation please contact Sonya Ruff Jarvis at 203-295-3385. 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 the JC Event Group.

www.etailersummit.com

