



Wayfair GM to deliver keynote address at Summit customized for retailers

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Parvez Patel will be the keynote speaker at the fourth annual Home Improvement eRetailer Summit, scheduled for November 6-8, 2019 at the Hotel Monaco Chicago in Downtown Chicago, Ill.

Patel recently joined Wayfair, one of the largest online home goods retailers, as its General Manager. Previously, Patel was President and GM with Hausera.com and eFaucets.com, which are owned by CDO Kitchen & Bath Distribution, the largest privately held distributor of plumbing, heating, and kitchen fixtures in North America. Patel's resume also includes a stint as VP-Integrated Marketing with Grainger.

At Wayfair, Patel is focusing on expanding the company's business from the online selling of rugs, bedding, windows, and bath products.

The participation of retailers, both as attendees and as speakers, continues to be one of the Summit's strengths and differentiators, along with the opportunity for retailers to learn from and interact with peers and other ecommerce industry leaders within a highly curated educational environment.

It's what led The Sherwin Williams Company, which operates more than 4,900 paint stores in North America, to sign up to send a team of three to the Summit this fall, including its Vice President of Marketing & Purchasing Tracey Gairing.

The Summit also helps retailers find new products and cultivate relationships with third-party and direct-purchase vendors.

“The number of retailers who attend the Summit continues to grow because it reliably provides them with new ideas and potential new supply sources,” says Sonya Ruff Jarvis, the event’s Founder.

The Summit’s agenda features retailers prominently. Paul Lin, CEO and Founder of Drillspot.com—a Boulder, Colo.-based retailer offering more than 100,000 home-improvement and industrial products through Amazon and a select group of online distribution channels—will be a speaker at this year’s event and will be available for one-on-one appointments with manufacturers and distributors.

This will be Lin’s first Summit, and he says that he’s looking forward to “meeting other retailers, networking, getting ideas, and seeing where the market is headed.” The topic of his speech will be Big Data and how retailers can benefit from grabbing and analyzing that information.

Also among the retailers available for one-on-one meetings is Brian Fricano, CEO and Founder of Sustainable Supply, whose website has been a selling platform for more than one million home-improvement, maintenance, and safety products since 2009. Fricano sits on the Summit’s Advisory Board.

Sustainable Supply was recognized recently, for the seventh consecutive year, as one of Inc. magazine’s 1,000 fastest-growing companies. Only 1.5% of all companies have made it onto the Inc. 5000 list that many times in a row.

For more information about the Summit, please contact Sonya Ruff Jarvis at sruffjarvis@eretailersummit.com, or at 203-295-3385.

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.

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