



Walmart eCommerce and Zoro join Summit for one-on-one supplier meetings

FOR IMMEDIATE RELEASE

October 10, 2019

Contact: Sonya Ruff Jarvis, 203-295-3385

Sruffjarvis@eretailersummit.com

Two more ecommerce experts have joined the lineup of significant retailers who will participate in the one-on-one meetings with suppliers during the upcoming Home Improvement eRetailer Summit, scheduled for November 6-8, 2019 at the Hotel Monaco Chicago in Downtown Chicago, Ill.

Olivia Smith-Keneipp is director of marketplace and site merchandising with the home-improvement team at Walmart eCommerce. Previously, Smith-Keneipp was a buyer at the retail giant's Bentonville, Ark., headquarters.

Miranda Malczyk is a product manager at Zoro.com, an international online-only retailer catering to smaller businesses, whose products range from safety and security, tools, plumbing, electrical, janitorial, to office suppliers. Zoro is a wholly owned subsidiary of W.W. Grainger, the industrial products distributor. D.G. MacPherson, Grainger's CEO, stated earlier this year that Zoro's product assortment would eventually expand to 10 million items.

These quality additions to its audience base are what continue to attract sponsors to the Summit. The latest to sign on is Vesta, a data-management company, which joins existing sponsors E.A. Langenfeld Associates, a sales-and-marketing organization; the National Hardware Show; and EZ-AD, an in-store digital signage and social marketing platform.

Other prominent eretailers committed to attending the event are from mass merchants such as Wayfair, eBay, True Value, Groupon Goods, and Sears Kmart; along with specialty eretailers like Hipp Hardware Plus, Firefly Buys, Spreetail, Sustainable Supply, Boscov's, Supply Hog, and DrillSpot.

The expansion of the Summit's sponsor and dealer participants is an incentive for suppliers to attend the event. "It's about finding partners that align with your strategies," explains Sonya Ruff Jarvis, the Summit's founder.

Suppliers agree. "We are excited to be a 2nd-time participant in the Home Improvement eRetailer Summit," says David Bickel, senior vice president of sales and marketing for Quality Craft. "We find the knowledge, idea sharing, networking and channel learning gained there to be invaluable. This year, I am thrilled to be sending our new Marketing Director as well."

Jerry Piscitelli, eCommerce Director, The Keeney Manufacturing Company, says he's looking to connect with other digital marketing professionals to learn more about the transformation the industry is going through, and how it matches his company's eCommerce and digital objectives. A secondary goal, he says, is to introduce Keeney's brand for innovative plumbing solutions and decorative faucets to retailers.

First-time attendee Robert Greene, vice-president-Consumer Products Division for Jacobs & Thompson Inc., is also hoping to gain exposure with prominent eretailers "that are willing to partner with our brands to benefit both our interests in expanding our businesses." Jerry Herrin, Southwire's national accounts manager, says attending the Summit helps him stay plugged into new developments in the eCommerce space.

"The benefits of this event, for both retailers and suppliers, are clear," says Ruff-Jarvis. "It's a high-level platform for sharing experiences, establishing new contacts, and gathering ideas they can apply in their companies."

To learn more about the Summit, please contact Sonya 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.

www.eretailersummit.com