



2022 CONFERENCE AGENDA

May 18 – 19

Hotel Midtown, Atlanta Ga

Wednesday May 18th	
3:00 pm – 6:00 pm	<p>Registration Lobby, Hotel Midtown</p> <p>Event registration is conveniently located in Hotel Midtown’s lobby, next to their check-in desk.</p>
6:00 pm – 10:00 pm	<p>Welcome Reception Pour Taproom</p> <p>We encourage you to arrive on Wednesday, get settled in, and join us for cocktails, 40+ regional craft beers on tap, and tasty bites at Pour Taproom (1180 Peachtree Rd), just across the street from Hotel Midtown.</p>
Thursday May 19th	
	<p>Morning Breakout Sessions</p> <p><i>Attendance limited to one breakout per track; register in advance to ensure a seat at your session of choice.</i></p> <p>M1: Leveraging the RELEX Skills Academy (Customer Only) <i>Moderator: Molly Prucha, Senior Supply Chain Business Consultant, RELEX</i></p> <p>Learn how to best leverage the RELEX Skills Academy to level up your system expertise, simplify routine challenges, more effectively address the unexpected ones, and improve your outcomes and performance.</p> <p>M2: New Battlegrounds in Supply Chain Disruption (Customers Only) <i>Moderators: Brett Linder, Senior Manager of Solution & Analytics & Omar Louzir, Lead Business Consultant, RELEX</i></p> <p>Hear success stories and learn how leading retailers are developing their strategies to improve supply chain visibility and resilience in an unpredictable market.</p> <p>M3: First-Timers’ Meet & Greet with Mikko</p> <p>New to the RELEX Community? New RELEX customers are invited to join this session, hosted by RELEX CEO Mikko Kärkkäinen, for a first-hand introduction to the company.</p>
8:30 am - 9:15 am	
9:15 am	<i>Break</i>
9:30 am - 10:00 am	<p>Opening General Session</p> <p><i>Welcome & Keynote Address:</i></p> <p>Challenges & Developments of the Consumer Goods Supply Chain</p>

RELEX Live Conference Agenda Cont.

	<p>RELEX's co-founder and CEO discusses how today's global supply chain dysfunction is impacting retailers—and how they can build resilience through end-to-end transparency, with real-world examples of success stories.</p> <p>– Mikko Kärkkäinen Co-founder and Group CEO, RELEX</p>
10:00 am - 10:30 am	<p>RELEX Retail Forward – Path to Innovation</p> <p>Last year, the pandemic challenged us to “adapt to win” and not just “to cope.” This year, we look at how that mentality has shaped RELEX's approach to granular forecasting, unified retail planning and visibility, and adaptable optimization with high automation.</p> <p>– Greg Wilson VP Field Strategy, RELEX and Mark Koehler Director, Product, RELEX</p>
10:30	<p><i>Break</i></p>
11:00 am - 11:30 am	<p><i>New Research:</i></p> <p>Omnichannel – What Matters Most to Today's Consumer</p> <p>With the start of another year in the new normal, retailers are still questioning how to best engage with consumers in the post-pandemic world. In the past two years, consumers' expectations and preferences have vastly changed. Today's shopper now expects a seamless omnichannel experience, convenient delivery options and an array of sustainable products — as detailed in new research from Capgemini.</p> <p>– Jason Dull Senior Manager, Capgemini</p>
11:30 am - 12:00 pm	<p><i>Hot Topic:</i></p> <p>Why Now is the Renaissance for Space Planning</p> <p>Get insights from a leading retail expert to why space planning should be at the center of a winning retail strategy.</p> <p>– Flora Delaney Delaney Consulting and author of “Retail: The Second Oldest Profession”</p>
12:00	<p><i>Lunch</i></p>
1:00 pm - 1:30 pm	<p>General Session 2</p> <p>Ahold Delhaize USA: Omnichannel Supply Chain Transformation</p> <p>ADUSA recently invested \$418M in their three-year strategic move toward self-distribution. Go behind the scenes with the largest grocery retail group on the East Coast to learn how they're transforming processes and using supplier collaboration to reach an ambitious vision for omnichannel excellence.</p> <p>– Brian Aubertine VP Strategy, Ahold Delhaize USA Procurement</p>
1:30 pm - 2:00 pm	<p>Kum & Go: Enabling Success in Convenience Retail</p> <p>For four generations, Kum & Go has led the convenience sector through their dogged focus on exceptional service levels and customer experience. Learn how this retail innovator continues to pioneer the path forward in convenience with AI-driven, unified supply chain and space planning.</p> <p>– Kevin Conniff VP Merchandise Operations, Inventory Planning and Space, Kum & Go</p>
2:00 pm - 2:30 pm	<p>Rite Aid - Unifying your Space Management and Supply Chain Data</p> <p>As retail continues to change, it's no longer enough to optimize each operational area separately. A unified planning process—one that brings data and plans from different departments into a single, centralized solution—provides the critical visibility that enables retailers to improve end-to-end decision making and outcomes across all core functions.</p> <p>– Dave King Director of Visual Merchandising, Rite Aid</p>

RELEX Live Conference Agenda Cont.

2:30 pm - 3:00 pm	<p>From Planograms to Realograms – Achieving a Seamless Shopper Experience</p> <p>A planogram’s more than a pretty picture! It’s where the art and science of merchandising meet to drive positive return and an unrivaled customer experience. Discover how emerging technologies are reducing costs and increasing profitability for retailers and CPGs.</p> <p>- <i>Eric Bachrach Lead Solution Principle - Category Management, RELEX</i></p>
3:00 pm	<p><i>Break</i></p>
3:45 pm - 4:15pm	<p>Afternoon Breakout Sessions 1</p> <p><i>Attendance limited to one breakout per track; register in advance to ensure a seat at your session of choice.</i></p> <p>AA1: The Right Tools for the Job: Building a Stronger Supply Chain for DIY and Specialty Hardline Retailers</p> <p>This session will dive into best practice approaches DIY and specialty hardline retailers should consider in their initiatives to increase supply chain efficiency, responsiveness, and resiliency.</p> <p><i>Moderators: Greg Wilson VP Field Strategy RELEX & Clint Hodges Senior Solutions Consultant RELEX</i></p> <p>AA2: Best Practices for Managing Grocery Retail Supply Chains</p> <p>Discover key approaches for increasing responsiveness and efficiency in grocery retail supply chains.</p> <p><i>Moderator: Marc Koehler, Director of Product RELEX</i></p>
4:15 pm	<p><i>Break</i></p>
4:25 pm - 4:55 pm	<p>Afternoon Breakout Sessions 2</p> <p><i>Attendance limited to one breakout per track; register in advance to ensure a seat at your session of choice.</i></p> <p>AB1: The Tangible Benefits of Unified Retail Planning Breaking Out of Retail's Functional Silos</p> <p>The biggest opportunity to increase operational efficiency lies in unifying the planning processes that span retail’s core functions. In this session learn how the interplay between supply chain, merchandising and workforce can help you plan better, sell more & waste less</p> <p><i>Moderator: Sam Welton Director of Product, Space & Assortment RELEX</i></p> <p>AB2: Taking RELEX to the Next Level with Workload Forecasting & Markdown Optimization</p> <p>Are you ready to take your retail planning to the next level with the latest innovations from RELEX? Hear about how with RELEX’s workload forecasting and markdown optimization solutions you can drive down cost, raise service levels and improve margins.</p> <p><i>Moderators: Rachel Dutton Account Executive & Austin Li Head Of Supply Chain Excellence Americas</i></p> <p>AB3: Retailer-CPG Collaboration for E2E Supply Chain Optimization [CPG Roundtable]</p> <p>In this engaging roundtable hear how your industry colleagues work with retailer-CPG collaboration and best practices to improve demand planning for impeccable forecast accuracy.</p>
4:55 pm	<p><i>Break + Happy Hour</i></p>

RELEX Live Conference Agenda Cont.

5:15 pm - 6:00pm	<p>Closing General Session</p> <p>Retail Panel Discussion Grab a drink and join renown retail expert Flora Delaney alongside RELEX customers for an informal panel discussion. <i>Moderator: Flora Delaney Delaney Consulting</i></p> <p>Closing Remarks Be sure to stay with us through to the end for an exciting announcement from a special guest! <i>Mikko Kärkkäinen RELEX CEO & Co-founder</i></p>
6:00 pm	<p>Closing Party The Rooftop at 5church Join us as we take over the rooftop for entertainment, specialty cocktails and hors d'oeuvres at Midtown's hotspot, 5Church.</p>
Friday May 20th	
8:00 am – 11:00 am	<p>Departures Grab & Go Breakfast</p>