



AI & ROBOTICS

DIRECTORS' FORUM

AI TRANSFORMING RETAIL & CUSTOMER DATA

17 JULY 2019 • THE SHARD • LONDON

Host

GALLUP

Partners

AFFINITI



Supporters



09:30 **Welcome by James Rapinac, Director, Gallup**



09:35 **Open by Professor Andy Pardoe, Founder of Informed AI Group**



09:40 **Chairman's introduction by Martin Hill-Wilson, Customer Service, CX & AI Engagement Strategist**

Martin is a Customer Service, CX & AI Engagement strategist and facilitator. He provides keynotes, masterclasses and transformation frameworks on omni-channel contact strategy, customer based quality management, emotion management for customer engagement and AI driven customer service.



09:45 **Under The Pavement, The Beach!**

Opening Keynote by Mary Wallace, Retail, Place & Consumer Behaviour SME, IBM iX

We need a revolution in the customer experience of data.

Your customer experience of a product, service or place is dependent on the 'data capital' you have accumulated - or not - and how the 'gatekeeper' recognises you. But this goes beyond just products and services: We will explore how your 'data capital' affects every aspect of your lived experience of a city, a journey and as a citizen - and ask "What needs to change and why?"



Mary is the IBM iX Global Retail, Place & Consumer Behaviour specialist, helping all kinds of businesses to grow by asking awkward questions such as: What is your brand's purpose?, Who does your business serve? How do you do that? Why are you distinct from your competition? How do you get a customer to say 'yes', and then do it again? Mary's work centres on the converging future of retail strategy and technology, emerging consumer behaviour and societal changes. She not only understands the retail business end to end value chain, but also the disruptive trends affecting all parts of that whole business and consumer ecosystem. Mary has worked for many years with a variety of retailers and brands - including Nike, Waitrose, John Lewis, Matalan, Kingfisher, Nivea, Mondelez and Marks & Spencer - to help reinvent their brand proposition for a modern consumer.

10:30 **Customer Experience & Retail. Powering your Retail organisation with AI and Insight**
Mignon Mapplebeck, IT Director and CIO Advisor

Traditional retail organisations continue to be disrupted through technological advances, walking one through the Power of AI and how one can leverage insight to drive retail performance as well as deliver exceptional customer experience. This talk will cover those key developments and provide some case examples.



Mignon Mapplebeck (MBA, BComm) is a CIO Advisor and public speaker with expertise in Digital Transformation, AI and Analytics. She has worked for global organisations in various senior IT leadership positions advising, leading and directing on large portfolios of work ranging from Post-Merger Integration and Digital Transformation to large Analytics programmes. As part of her MBA she specialised in strategy with a focus on sustainable competitive advantage of which she was awarded outstanding MBA citizen through Warwick Business School.

11:15 **Coffee**

11:45

Are People Machines?

Tom Pickering, Retail Turnaround CEO.
Portfolio Chair & CEO at **Winning Thinking**

Tom will share a few retail case studies to illustrate a retail business turnaround and psychology perspective of how: tech; data; automation; customer experience; the macro/micro challenges, contribute to forming an enduring retail business model. The psychology: are AI and tech paradigms aligned? - 3 Case Studies data, customer experience and tech in retail turnaround - Systemic threats and solutions to retail PROFIT - Mega Trends and China - 15 Case studies in 3 minutes: why does it matter if "people are machines?"



Tom Pickering is an internationally renowned business turnaround practitioner, portfolio chair, former Tech Silicon Valley Exec, CEO of the Year 2018, MBA Masterclass Leader. An award winner from 2002-2019. As a pioneer, he has developed a breakthrough capability winningthinking.uk. As CEO of icebreakerexecutive.com this has been the underlying capability has enabled his highly skilled team to turn around over 200 companies x-sector over the last 15 years, including Wolsey Ireland (DIY), multichannel retailers as well as retail vendors.

12:30

Insights & Demo

Martin Green, General Manager EMEA & **Paul Froggatt**, Senior Systems Engineer EMEA, **ThoughtSpot**



Martin Green



Paul Froggatt

13:00

Lunch & Networking

14:00

2025 - The Tech That Will Shape How We Shop

Julian Burnett, VP Global Markets - Distribution Sector (UK) at **IBM**

Cognitive technologies, drawn from a broad spectrum of advanced and emerging tech, data and digital capabilities, will become pervasive over the next five years. They are already creating opportunities for the retail eco-system to drive differentiation and optimisation across a broad surface area from customer experience and engagement, through complex and dynamic supply chains to the underlying business and technology infrastructures that provide the operating platforms of the future. In this presentation, Julian will explore the application of these cognitive technologies most likely to shape how we shop and how the retail market eco-system will exploit them to drive sustainable business performance advantage.



Julian is a digital, technology and business transformation leader ranked in the CIO Top 40 with Executive and C-level experience across retail, consumer products and supply chain industries. As VP, Global Markets - Distribution, he leads IBM's business in the UK covering these market sectors. Julian has held CTO, CIO and Supply Chain leadership positions at Sainsbury's, John Lewis and House of Fraser, where in each he designed and led large scale digital and technology enabled business transformation initiatives. Julian sits on the GS1 Apparel Board, is an Advisor to Retail Week Tech and advises and campaigns with Business Disability International.



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ThoughtSpot, the leader in search & AI-driven analytics for the enterprise, is helping the largest companies in the world succeed in the digital era. With ThoughtSpot's next-generation analytics platform, business people can use Google-like search to analyze complex, enterprise data and

14:45

Intellectual Property and AI in the Retail Sector

Karl Barnfather, Chairman and Patent Attorney at **Withers & Rogers LLP**

Many aspects of AI development in the retail sector are protectable in law through Intellectual Property (IP) rights. The presentation will provide details of appropriate IP rights in the retail and customer data sectors, and what developers should do to ensure their right do not slip through the net into becoming freely available to competitors. A practical approach will be provided to assist companies in identifying their rights, understanding the limits of the protection available and developing an IP strategy which is complementary to their business objectives.



Karl Barnfather is chair of Withers & Rogers LLP, a leading European IP firm, and a senior member of its electronics, computing and physics group - one of the largest specialist groups in Europe. With his significant technical experience, Karl's experience includes software (especially financial instruments and web-based systems), telecommunications and medical devices, but also includes aerospace, photonics, high-performance automotive components and sports equipment. His creative approach means that he is particularly adept at taking on difficult software and computer-implemented inventions.

15:30

Coffee

16:00

Panel Session Hosted by **Martin Hill-Wilson**

Panelists



Julian Burnett



Karl Barnfather



Marc Janoff

16:45

Retail Workplace Cultures That Win in the Era of Automation and AI

Marc Janoff, Senior Consultant at **Gallup**

With automation and AI as an inevitable part of the retail landscape, how can leaders and managers assemble an agile culture that leverages the advantages of automation and AI?



Marc Janoff is a Senior Consultant based in London with eleven years of consulting experience working on projects in the US, Europe, Middle East, and Asia. His clients at Gallup have focused on the retail, pharmaceuticals, finance, transportation, packaging, manufacturing, government, and non-profit industries. In the retail trade, his clients have included convenience stores, electronics retailers, food & beverage, and vending machines. As a partner with these companies, he has helped them see how the dynamic marketplace has impacted both their customer and employee relationships.

17:30

Event Close



AFFINITI Affiniti is a user-centric preference elicitation and sharing platform that allows customers to express their attitudes and opinions to businesses, and for businesses to demonstrate how they use this information to provide better personalised products and services to their customers. A spin-out of UCL's Computer Science Department, Affiniti is designed to help businesses increase the trust and loyalty of their clients by highlighting the value they add with deeper knowledge about their clients in a trusted and permission-based way.



AI & Robotics Events are organised by Informed AI Events
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Robotics and AI