



# Game-Changing Retail Leaders



Special Edition Series of

## Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



Game-Changing Retail Leaders, presented by SAP  
Wednesday at 11 AM Pacific /2 PM Eastern  
**October 16th 2019: Encore: Retail Memorable Moments: Creating the Unexpected for Consumers**

The buzz: “Living a meaningful, happy life is about creating, sharing and capturing memories earned through experiences that span the spectrum of life’s opportunities” (eventbrite-s3.s3.amazonaws.com). We love memorable moments like the birth of a child, winning the lottery, and peanut butter in aisle 7. Now as consumers we are rewarding the companies that “get” their needs and desires. Message to retailers: Go past the focus on price and 1-day delivery to transform our same-old buying routine into disruptive, game-changing, memorable moments. The experts speak. Dustin Garis, Garis Innovation:

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### Featured Guests



#### Dustin Garis

Dustin Garis, Chief Troublemaker, Garis Innovation, Inc. [formerly Chief Troublemaker at Procter & Gamble], is a world-renowned brand innovator and customer experience pioneer, pushing the boundaries throughout his career as Chief Troublemaker at some of the most breakthrough companies around the globe. This includes the likes of The Coca-Cola Company and Procter & Gamble FutureWorks — an innovation epicenter responsible for incubating a billion-dollar portfolio of disruptive ventures worldwide. Beyond his unconventional innovation tactics (like converting an elevator into his office), Dustin earned the nickname of “The Indiana Jones of Marketing” for his extreme research expeditions in over

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#### Brian Kilcourse

Brian Kilcourse is a managing partner at Retail Systems Research LLC (“RSR”), a company focused on helping companies develop winning strategies with its industry leading research focused on the extended retail industry.

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#### Matt Laukaitis

Matt Laukaitis is the EVP and Global General Manager of SAP’s Consumer Industries organization, responsible for the team’s people culture, business strategies, performance, and customer success. After joining SAP in 2004, Matt has held a variety of positions of increasing responsibility; prior to his current role he served as Senior Vice President and Managing Director of SAP Consumer Industries in North America. Prior to SAP, Matt held sales and sales leadership positions at IONA Technologies/Netfish, RR Donnelley, and Apple. Matt holds a Bachelor of Science degree in mechanical engineering from Lehigh University and an MBA from the Thunderbird School of Global Management, and serves on th

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