

**Current Agenda
Retail Robotics and AI Conference**

**April 26, 2018
Northwestern University San Francisco Campus
(44 Montgomery Street)**

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|--------------------------------|--|
| 9:00 – 9:10 a.m. | Welcome and Introduction: Don E. Schultz, Director, Retail Analytics Council, and Professor (Emeritus-in-Service), Integrated Marketing Communications Department, Northwestern University |
| 9:10-10:20 a.m. | Session 1 – Panel: Retailers and Their Robots Moderator – Jeff Donaldson, CEO, Intriosity, and former SVP, GameStop Chad Stiernagle, Senior Director, Automated Retail, Best Buy Martin Wild, Chief Digital and Innovation Officer, MediaMarktSaturn Retail Group (Germany) |
| 10:20-10:30 a.m. | Break |
| 10:30 – 11:30 a.m. | Session 2 – Academic Panel Current Research in Robotic Applications, Martial Hebert, Director, Robotics Institute, Carnegie Mellon University Applied Deep Learning, Mike Tamir, Takt Chief Data Science Officer, UC Berkeley |
| 11:30 a.m. – 12:00 p.m. | Session 3 – Data Applications: Intelligent Agent Assistants: Martin Block, Executive Director, Retail Analytics Council, and Professor, Integrated Marketing Communications Department, Northwestern University Emerging Retail Robotic Applications, Steven Keith Platt, Research Director, Retail Analytics Council, and Director and Research Fellow, Platt Retail Institute |
| 12:00 – 1:00 p.m. | Lunch |

1:00 – 1:45 p.m.

**Session 4 – Global Retail
Perspective – Applications and
Trends Panel**

Andra Keay, Managing Director,
Silicon Valley Robotics

Jeff Burnstein, President, the
Association for Advancing
Automation

Mark Matthews, Vice President,
Research Development & Industry
Analysis, National Retail
Federation

1:45 – 2:55 p.m.

Session 5 –Robot Presentations:

Rose Haft, CEO, Lumenora

2:55 – 3:15 p.m.

Break

3:15 – 3:50 p.m.

**Session 6 – Building a 360 Degree
View of the Customer**

Clive Humby, Chief Data Scientist,
Starcount, and Founder,
Dunnhumby

3:50 – 4:50 p.m.

**Session 7 – Academic
Presentation:**

AI in Retail, Kristian J. Hammond,
Professor, Electrical Engineering
and Computer Science,
Northwestern University

4:50 – 5:00 p.m.

Wrap-up:

Frank Mulhern, Director, Retail
Analytics Council, and Professor,
Associate Dean and Department
Chair, Integrated Marketing
Communications Department,
Northwestern University
