

**ECR** FUTURE SERIES

# THE FUTURE OF **SHOPPING**

ECR Ireland  
**Leader's Congress**

21 September 2017  
Intercontinental Hotel  
Ballsbridge





# Welcome from ECR Ireland

## Welcome to the 4th ECR Ireland Leaders Congress - The Future of Shopping.

Recent ECR Ireland Steering Group Meetings have been witness to considerable debate concerning this topic and particularly questioning the readiness of the Irish grocery sector for the dramatic changes set to revolutionise shopping. These changes are oblivious to Brexit. They refer to new technologies and new shopper psychographics which could cause a step-change in shopper behaviour, an explosion in online retailing and a re-imagining of bricks & mortar.

The reaction from the wider ECR group in Europe to major step changes in the grocery sector over the last 20 years has been to commission Best Practice Guides and define new management processes. ECR has been at the forefront of defining processes that gained major acceptance globally such as the 8-step Category Management Process, the JAG (Joint Annual Growth) Manual, the Consumer & Shopper Journey Framework, Best Practice Logistics Collaboration Guides and VMI Processes.

For ECR Ireland, now is not the time for defining a best practice approach to online retailing & associated workstreams as wide speculation exists as to their development & usage. Now is the time for structured discussion, debate and peer-to-peer workshops with the objective that all participants are kept abreast of international trends, developments & technological advancements.

Hence, the current focus of ECR Ireland has been to facilitate Forums across Shopper Engagement, Digital & Supply Chain where participants hear expert insights & presentations and join roundtable breakout groups which provide discussion opportunities and learning aplenty.

Integral to this process is today's Leaders Congress which is part of ECR's Future Series of Conferences for 2017 (see page 7).

There are 2 distinct sessions at today's Congress;

### 1 The Consumer + Technology

### 2 The Stores

Each session will feature insights & case studies from leading experts & companies followed by an expert panel discussion and Q&A session.

I hope you enjoy today's Leaders Congress, improve your knowledge and return to your companies filled with new ideas.

Best Regards,

### Declan Carolan

General Manager, ECR Ireland  
Co-Chair, ECR Community



# Speaker Biographies

## TURMOIL IN GLOBAL GROCERY MARKETS: RUN FOR COVER OR GRASP THE OPPORTUNITIES

### Professor David Hughes

Emeritus Professor of Food Marketing, Imperial College London

Traditional supermarket chains and "Big Food & Grocery" are under unprecedented pressure challenged to respond to: changing shopping behaviour; expectations of pesky millennials; emerging new routes to the consumer; and competition from nimble, start-up companies fueled by seemingly endless sources of venture capital. The shape of food and grocery retailing and supply is in rapid transition. Who will survive and prosper?!



**Dr David Hughes** is Emeritus Professor of Food Marketing at Imperial College London and is a much sought-after speaker at international conferences and seminars on global food industry issues, particularly consumer and retail trends. David has lived and worked in Europe, North America, the Caribbean, Africa and South East Asia and has extensive experience as an international advisory board member with food companies and financial service organisations on three continents. With his American business partner, David established, grew and sold

a branded fresh food business which served supermarkets in the USA. Around the globe, he works with food and beverage supply chain companies – including farm input, growers, manufacturers and ingredient companies, retailers and food service firms – to assist them in management training, strategy and Board level decision-making. His views are frequently sought by TV, radio and the printed press.

## MANAGING BRANDS FOR DIGITAL GROWTH

### Professor Daniel Corsten

IE Business School

Consumer brands have to radically change their strategy in order to manage for growth. In this talk Daniel will discuss the opportunities of online category management, direct channels, and entrepreneurial leadership.



**Daniel Corsten** has worked with the ECR Community since its inception and is an expert on consumer goods brands and retail.

His most recent research calls for brands to stop shrinking to glory and start managing for growth. He will present examples of brands across the globe that have grown exponentially by radically changing their strategy to win mind and market share in the digital economy.

## THE NEW REALITIES OF RETAIL

### Marie Davis

Head of Google Marketing Solutions Ireland

The evolution of digital and what this means for the retail landscape in Ireland.



**Marie Davis** is Head of Google Marketing Solutions for Ireland. She has over eleven years digital experience working with Google across both direct and agency clients in the UK and Irish markets. Prior to this role Marie managed a team which focused on growing the small business sector in the UK market helping businesses to successfully formulate and drive their digital marketing strategy.

## TECHNOLOGY IN RETAIL, CREATING DISRUPTION AND OPPORTUNITY

### Colm O'Brien

Global Consumer Industry Director, IBM

Globally consumer related industries are experiencing unprecedented change, much of which is being driven by changing consumer behaviour and the expanding use of technology. This session will explore the opportunities to leverage technology and transform brand experience and operations for success.



**Colm O'Brien** is the Global Consumer Industry Director for IBM, with responsibility for solutions that serve the Retail, Consumer Products, Wholesale and Agri-business industries. IBM provide technology, services and research which enable business transformation across the enterprise including consumer experience, stores, supply chain and operations. Colm has over 20 years grocery retail experience in Ireland and works internationally with leading retailers on their strategic priorities.

### PANELISTS:



**Dessie Boyd** Strategy and Business Development Director, Unilever

Unilever is one of the world's leading suppliers of Food, Home and Personal Care products with sales in over 190 countries and reaching 2 billion consumers a day. A Unilever career spanning different countries, categories and customers has led Dessie to his current role which includes leading the eCommerce, Category Management & Out of Home Experience Teams for Unilever Ireland. Dessie is also a non-Executive Board Member of Enactus Ireland.



**Devan Hughes** CEO & Co-Founder of Buymie

UnileveBuymie is an on-demand grocery delivery platform that allows consumers to order grocery and household items from a variety of large and local stores, while having them delivered store to door in as little as 1 hour. Devan is also a co-founder and board member of Ireland's digital platform trade association "Sharing Economy Ireland", representing members such as AirBnB, Deliveroo, Stripe, Uber as well as other indigenous platform businesses.

## RETAILER INVESTMENTS FOR AN UNCERTAIN FUTURE

### Owen McFeely Director, Retail & Consumer Practice, PwC

Owen will explore how changing shopping behaviours and consumer expectations are changing the way in which retailers need to invest in their businesses. Utilising insights from the first PwC Irish Total Retail Survey, Owen will identify how retailers need to invest to stay ahead and remain relevant by developing future store models that are aligned to the needs of their changing customers.



**Owen McFeely** is a Director in PwC's Advisory practice where he leads the Retail & Consumer offer. He has over 20 years experience in food retailing and wholesaling gained across a number of retailers. Owen joined PwC in 2015 following a career including Sainsbury's, Dunnes Stores and Musgrave. Owen is a graduate of DIT and DCU where he gained an MBS (Retailing) and an MSc (Strategy). Owen has a strong interest in the Irish food and retail sector and is an active participant in Industry groups including ECR. Owen provides assistance to a broad base of clients across the Retail and Food sectors including retailers and consumer goods companies.

## THE CHANGING FACE OF PHARMACY

### Alan Ross Commercial Director, J&J

Consumer demand and expectations for health and wellness have never been higher. At the same time, technology is creating an expectation of immediacy and access that is disrupting entire industries. How will Pharmacy embrace the opportunity that is coming and possibly even disrupt its own model?



**Alan Ross** is relatively new to Ireland having recently taken over responsible for Johnson & Johnson Consumer Ireland. Alan has been at J&J for ten years in a range of roles spanning local, regional, global, marketing and sales. Most recently, he was Marketing Director for Northern Europe. Prior to joining J&J, Alan was a consultant at McKinsey & Company.

## THE EVOLVING ROLE OF THE PHYSICAL STORE IN A DIGITAL WORLD

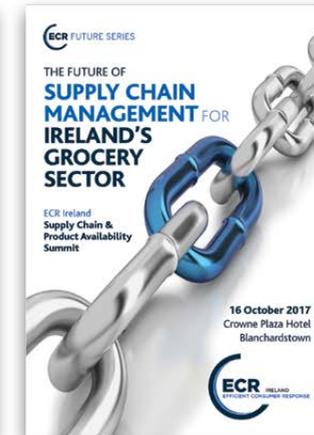
### Alex Barry Head of Insight & Analytics, Musgrave

Technology, social and cultural change and the economy are driving a genuine revolution in the global food and grocery industry. One of the key battlegrounds that we believe will shape the future of global food and grocery is whether the shoppers of the future will go online, or will they visit a physical store? Musgrave believe there will always be a place for brick and mortar stores and Alex will explore how the role of physical stores won't die but will evolve.



**Alex Barry** is the Head of Insight & Analytics with Musgrave since January 2016. Prior to his appointment, Alex held the position of commercial analyst for the SuperValu and Centra brands since joining the business in 2012. Born in Cork, Alex holds a BSc in Accounting from University College Cork and is a member of the Institute of Chartered Accountants. Alex previously worked with Deloitte and is the current All Ireland Sailing champion.

THE FUTURE OF SHOPPING	
7.45	REGISTRATION • TEA / COFFEE
8.30	<b>WELCOME</b> Declan Carolan, <i>General Manager, ECR Ireland</i>
8.35	<b>TURMOIL IN GLOBAL GROCERY MARKETS: RUN FOR COVER OR GRASP THE OPPORTUNITIES</b> Conference MC - Professor David Hughes <i>Emeritus Professor of Food Marketing, Imperial College London</i>
<b>THE FUTURE OF SHOPPING - THE CONSUMER &amp; TECHNOLOGY</b>	
9.10	<b>MANAGING BRANDS FOR DIGITAL GROWTH</b> Professor Daniel Corsten, <i>IE Business School</i>
9.35	<b>THE NEW REALITIES OF RETAIL</b> Marie Davis, <i>Head of Google Marketing Solutions Ireland, Google</i>
10.00	<b>TECHNOLOGY IN RETAIL, CREATING DISRUPTION AND OPPORTUNITY</b> Colm O'Brien, <i>Global Consumer Industry Director, IBM</i>
10.25	<b>PANEL DISCUSSION / Q&amp;A THE FUTURE SHOPPER</b> Marie Davis, <i>Google</i> Colm O'Brien, <i>IBM</i> Devan Hughes, <i>Buymie</i> Dessie Boyd, <i>Unilever</i>
10.45	TEA / COFFEE BREAK
11.15	<b>ECR COMMUNITY</b> Declan Carolan, <i>General Manager, ECR Ireland</i>
<b>THE FUTURE OF SHOPPING - THE STORES</b>	
11.25	<b>RETAILER INVESTMENTS FOR AN UNCERTAIN FUTURE</b> Owen McFeely, <i>Director, Retail &amp; Consumer Practice, PwC</i>
11.50	<b>THE CHANGING FACE OF PHARMACY</b> Alan Ross, <i>Commercial Director, J&amp;J</i>
12.15	<b>THE EVOLVING ROLE OF THE PHYSICAL STORE IN A DIGITAL WORLD</b> Alex Barry, <i>Head of Insight &amp; Analytics, Musgrave</i>
12.40	<b>PANEL DISCUSSION / Q&amp;A THE FUTURE STORES</b> Owen McFeely, <i>PwC</i> Alan Ross, <i>J&amp;J</i> Alex Barry, <i>Musgrave</i>
13.00	LUNCH



Given retail's steady migration to mobile and e-commerce, future shoppers will demand the integration of ultra-convenience, consumption, and entertainment.

ECR Ireland will host a series of conferences to consider how the store and the shopper of future will evolve and how retailers, suppliers & service providers can collaborate & prepare accordingly.

ECR Ireland will host 3 Conferences this year:

## The Future of Shopping

ECR Ireland Leaders Congress — 21st September @ O'Reilly Hall, UCD

## The Future of Supply Chain Management for Ireland's Grocery Sector

ECR Ireland Supply Chain & Product Availability Summit –  
16th October @ Crowne Plaza Hotel, Blanchardstown

## The Future of Shopper Engagement

ECR Ireland Category Management & Shopper Marketing Conference & Awards 2017 –  
9th November @ Crowne Plaza Hotel, Blanchardstown



# Benefits of ECR Membership

## 9 Reasons to Join ECR Ireland



People  
Development

1  
Skills

2  
Knowledge

3  
Networking

Best  
Practice  
Workgroups

4  
Shopper  
Engagement

5  
Product  
Availability  
& Supply  
Chain

6  
Digital

Working  
Together

7  
Feeding  
Ireland's  
Future

8  
Food Waste  
Management

9  
International  
Links



[www.ecrireland.ie](http://www.ecrireland.ie)

