

Dear Program Participant:

Welcome to Advanced Retail Strategy! We're looking forward to two great days together at the NYU Stern School of Business, May 29 - 30, 2019.

It's no secret that retail is experiencing considerable change and that no one is immune from the pressures facing the industry. But amidst all of this, there is significant upside for players who can see new kinds of opportunities and understand how to execute in this new environment. Over our time together we will help you understand how to create that advantage by:

- a) Getting you focused on what real customer-centric execution looks like, in communications, marketing, and strategy
- b) Giving you practical and tangible examples of key strategic moves in our walking tour of amazing NYC retail experiences and our exploration of the history of retail formats
- c) Demystifying technologies and concepts that can help your business be successful and give you more confidence as a leader in your investment decisions
- d) Creating relationships with other key retail leaders

To achieve these goals we will use a variety of teaching methods, and your engagement will only further serve to create an excellent environment for learning and growth.

If you have any questions about the program please do not hesitate to contact me.

Best,

Jack Hanlon