

Indiana University Retail & Design Forum

Indiana Memorial Union, Whittenberger Auditorium

Tuesday, October 14, 2014

*Sponsored by the IU Retail Studies Organization &
The Department of Apparel Merchandising and Interior Design*



9:30-10:30
Technology and
the Customer:
Revolutionizing
Retail

Michael Peterson
VP of Merchandise Systems at Chicco



10:45-11:45
Developing an
E-Commerce
Market to
Complement
Brick & Mortar

Dawn Robertson
CEO Deb Stores



12:00-1:00
Challenges of
Creating Strong
“Own” Brands

Julie Guggemos
Senior VP PDD at Target



1:15-2:15
Importance of
Creativity in the
Retail Industry

Byron Merritt
VP/Creative Director Nike+



2:45-3:45
Google’s Role in
the Retail
Industry

Julie Krueger
Director of Retail in U.S, Google



4:00-5:00
Finding a Niche
as an
Entrepreneur

Katie Wickes Conovitz
Founder and CEO of twelveNYC

