

Strategic management in an increasingly digital retail landscape

Date and time: Wednesday 13.6.2018 at 8.30-12.00

Venue: Aalto School of Business, main building, Wihuri hall (C-350)

Address: Runeberginkatu 14-16, Helsinki

Enrolment (include dietary requirements): olli.rusanen@aalto.fi

Cost: free attendance

How can retailers adapt to the transformation brought by digitalization? How is technological change transforming the retail sector? Aalto University, University of Jyväskylä, and University of Oxford have finished a three-year project, funded by Business Finland, Citycon, SOK, Solita, and Tieto, that examines these questions. We cordially invite you to participate in a retail digitalization morning where key findings are contrasted with managerial experience in two panel discussions. These findings are published in a book *“The Red Queen Race of Retail Digitalization: why different organizations innovate differently?”* which explores retail innovation, the changing competitive landscape, and retail adaptation.

The keynote presentation by Martin Hayward focuses on the impact of big data and analytics on the retail sector. Mr. Hayward is the former strategy director at both Dunhumby and Aimia, which manage analytics for Tesco and Sainsbury’s respectively, as well as other retailers and products brands from across the world. He has observed the evolution of analytics from a prime position and will share his experiences and thoughts for the future.

Agenda

8.30 Breakfast

9.00 Olli Rusanen (Aalto University)

Welcome & opening

9.15 Richard Cuthbertson (University of Oxford)

Retail challenges - retail innovation, the changing competitive landscape, and retail adaptation

9.30 Researchers' panel discussion

Aalto University: Lauri Paavola, Lauri Pulkka & Mikko Hänninen

University of Jyväskylä: Jussi Nyrhinen

10.00 Managerial panel discussion

Business Finland: Mirja Kaarlela, Senior Director of Consumer Business

Citycon: Niklas Anttila, Marketing Manager

Tieto: Tuukka Karjalainen, Solution Manager, Retail Commerce

SOK: Visa Jaatinen, Strategy Manager

Solita: Katriina Kiviluoto, Director, Data & AI

10.30 Break

11.00 Key note by Martin Hayward (former strategy director at Dunhumby and Aimia)

Making sense of the future consumer in a digital age

11.45 Richard Cuthbertson (University of Oxford): closing words

12.00 Lunch

Martin Hayward

Martin is applying his unique experience of understanding consumers in the revolution in customer data, targeting and loyalty, through his own consultancy, Hayward Strategy and Futures, currently working with brand agencies, such as Omnicom, and retailers, such as the Japanese CoOp. Martin is also a member of KPMG/IPSOS Retail Think Tank and an Editorial Board Member of the Marketing Society.

Martin was Senior Vice President, Global Digital Strategy and Futures at Aimia, the world's largest data-driven marketing and loyalty analytics company, which owns Nectar in the UK, including founder members Sainsburys and BP. He developed the strategy, and planned the implementation of how to increase customer interaction through web, mobile, and social channels and assessed how best to exploit new data assets for mutual benefit through a global team of strategy, loyalty, digital, and analytics experts. He also led the Aimia Institute, Aimia's thought leadership vehicle, managing global research projects to better understand how to build loyalty with today's consumers.

Martin was Director of Strategy and Futures at Dunnhumby, reporting directly to Edwina Dunn and Clive Humby to lead both Dunnhumby and its client's thinking and capabilities to truly extract maximum advantage from a new era of granular and integrated customer data. During his time at Dunnhumby, the company grew to be the acknowledged world leader in the management and translation of vast behavioural data sets, particularly in the retail and fmcg sectors for clients such as Tesco, Kroger, Best Buy, and P&G. Martin was the innovator and driver behind the concept and development of 'Shopper Thoughts', dunnhumby's unique panel of 65,000 shoppers whose attitudes and aspirations are combined with their actual behavioural purchasing data to create a unique 360° understanding of what consumers do and why.

Prior to Dunnhumby, Martin was Executive Chairman at The Henley Centre, owned by WPP, was Managing Director at BBH Futures, Head of Marketing Services at Mercury Communications, and began his career at Ogilvy and Mather, working with clients, such as Microsoft, Compaq, Unilever, Ford, Guinness, Nestle, and the Financial Times.

Dr. Richard Cuthbertson

Richard is a Senior Research Fellow at the University of Oxford; Research Director of the Oxford Institute of Retail Management at the Saïd Business School, University of Oxford; and Vice-Principal of Green Templeton College, Oxford; as well as a FiDiPro Fellow at Aalto University.

Richard's research focuses on the management of firms in a data rich world, where the diversity of customer experiences, formats, and channels combine to create a challenging environment for both business and public policy.

As well as being the author of over 100 published articles and books, Richard has extensive experience of leading international research teams to investigate the future of customer and supplier relationships, performance measurement, and service innovation.