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# Retail Leader Insights from NRF 2020

The National Retail Federation's Annual Big Show lives up to its name. More than 40,000 people from over 100 countries attended the 2020 three-day event. Together with more than 400 speakers in over 200 sessions, there is a substantial amount to learn from peers, partners, and pioneers.

Here are nine takeaways from listening to retail leaders speak about their experiences, insights, and visions of the retail industry.

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## 01 Omni-Channel

"I've yet to have a customer use the word 'channel' with me. They just don't do that. Those lines are completely blurred."

**Erik Nordstrom**  
Co-President, Nordstrom

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## 02 Data

"Data is only useful if you, in real time or near real time, can predict something better, can automate something better, or can gain an insight. Those are the outcomes you want to drive with data. That's the true measure of your success with data."

**Satya Nadella**  
CEO, Microsoft

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## 03 Artificial Intelligence

"It's all about finding ways to have humans have more time with a human. It's about technology that frees (people) up to better connect with one another and with customers."

**Kevin Johnson**  
CEO, Starbucks

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## 04 Connection

"The brands of the future are going to have to marry technology to meaning to help people live better connected lives."

**Mindy Grossman**  
CEO, WW (formerly Weight Watchers)

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## 05 Consumer Priorities

“The whole notion of customer experience as well as convenience has risen to the top of the heap in terms of what’s important.”

**Rod Sides**

Vice Chairman US Retail, Deloitte

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## 06 Brand Identity

“When a consumer walks into a retail store, there’s two things that they need to know and understand: what’s your personality and what’s your point of view.”

**Kevin Plank**

Founder, Under Armour

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## 07 Customer Expectations

“One of your biggest competitors is the last great experience somebody had. If that experience was personalized, if that experience was seamless, if that experience was intuitive, if that experience was entertaining, the next time they are interfacing with your brand, that’s what they are comparing you to.”

**Mindy Grossman**

CEO, WW (formerly Weight Watchers)

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## 08 Diversity

“Men get sponsorship, and women get mentorship. Mentorship is about skill-building, extremely important in one’s career, but it doesn’t change your career. Sponsorship has the power to change your career. That is the difference.”

**Tammy Sheffer**

Chief People Officer, Rent The Runway

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## 09 Role of Corporations

“The role of corporations has changed. Over 80% of people in the country believe that the role of corporations is to create social and shared value. And I think that’s absolutely right.”

**John Furner**

CEO, Walmart US

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