



Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by 

Coffee Break with Game-Changers, presented by SAP
Wednesday at 8 AM Pacific/11 AM Eastern
July 25th 2012: Retailers we love to love: Building brand loyalty

Retailers: We know it's tougher than ever to turn customers into loyal evangelists for your brand. The experts say: Christine B. Whittemore: "The winners in retail today are retailers who understand that the customer calls the shots. Few retailers can compete strictly on price..." Brian Kilcourse: "Retailers have a big opportunity to re-define the in-store experience by making it a part of the world that today's consumers operate in." Lisa Joy Rosner: "Where business intelligence provides the rearview mirror to what has happened, social intelligence is what's happening right now. C2B (custo

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Featured Guests



Jon Wurfl

Jon Wurfl at SAP helps retailers manage the most valuable asset of their business: their shoppers. By leveraging his domain expertise in CRM business strategy and technology, Jon helps companies innovate their business transformation by using e-commerce, loyalty management, marketing, social media, mobility. His goal is to help businesses drive their top and bottom line upward.

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Brian Kilcourse

Brian Kilcourse is recognized as one of the top retail technology leaders in the United States. He is a managing partner at Retail Systems Research LLC ("RSR Research"), a company focused on delivering research, strategies, and knowledge for the extended retail industry. Formerly President and Chief Executive of Retail Systems Alert Group (RSAG), Brian is a recognized leader in retail technology practices. He has authored research reports on Cross-Channel Retailing, Supply Chain, Customer Data Security, Business Intelligence & Analytics, Mobility, IT Governance, Workforce Management, Services Oriented Architectures (SOA) and Software as a Service (SaaS). Previously, Brian was SVP and CIO a

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Lisa Joy Rosner

Lisa Joy Rosner is Chief Marketing Officer at social intelligence company NetBase, working with the largest brands in the world—including Coca-Cola, Kraft and HP—as they transform their approach to understanding consumers' desires. Before NetBase, she was vice president of Worldwide Marketing at BroadVision Inc. and vice president of Marketing at MyBuys, where she worked with Sears, Wal-Mart and Circuit City. Previously, she worked in the business intelligence market at Brio, DecisionPoint and Oracle. Lisa Joy is an active blogger and guest columnist on social media topics. She has served on the marketing advisory board for the Silicon Valley Red Cross and the Wornick School, as well as th

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Christine B. Whittemore

Christine B. Whittemore is Chief Simplifier of Simple Marketing Now LLC, an inbound marketing strategy consultancy helping organizations get found online using social media and content marketing. An active social media enthusiast, in 2006 Christine established her marketing blog, Flooring The Consumer, about the retail experience and marketing to women. It is listed in the AdAge Power 150 and the BuyerZone Top 20 Business Marketing Blogs. She also publishes the Content Talks Business Blog, offering online marketing advice and best practices. Christine writes about the customer retail experience as a columnist for Floor Covering Weekly, a Hearst publication, and contributes to MarketingProfs

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Mark Johnson

Mark Johnson is the CEO of Sovereign Intelligence, LLC (www.sovereign-llc.com). As an attorney, former NCIS Special Agent and intelligence case officer, Mark's legal, investigative and global clandestine experience offers sophisticated clients the credibility needed for emerging market investment decisions. As a Agent for the Naval Criminal Investigative Service for 10 years, Mark served as an Senior Staff Counterintelligence Officer in support of USN special programs and conducted numerous sensitive intelligence operations in Asia and the Middle East. Mr. Johnson received training from the Joint Counterintelligence Training Academy, DIA, and the CIA. Ma

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