

**CHANNEL IQ**  
presents

conference  
agenda

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**Compass**  
**2014**

SEPTEMBER 3-4, CHICAGO, IL





Dear Attendees,

Welcome to our Fourth Annual Online Channel Management Summit, Compass 2014.

Take a look around. You are a part of one of the largest gatherings of thought leaders in the B2B industry. You are about to embark on two full days of education and interaction with experts representing some of the best and brightest in manufacturing and eCommerce.

This year we have more speakers and panelists than ever before, each one a recognized expert in their respective field. They bring an amazing level of knowledge and experience to Compass. Take advantage of this remarkable opportunity to learn about key elements and innovations in online channel and brand management, brand protection, and ways to improve the way you do business online.

Compass is the leading education and innovation event for B2B leaders in the channel management industry. We have almost doubled our attendance from last year's event, and are committed to expanding even more in the years to come. You'll notice this year we've added an expo area that features exhibitors and sponsors we feel can benefit your business. Take some time to explore this area and learn what they have to offer. As we continue to expand Compass, we will always highlight innovations and industry trends that guide the way manufacturers and retailers interact, grow, and build their respective brands.

Channel IQ is committed to creating the leading platform for sharing B2B channel management knowledge. This continuous investment in education supports our belief that it is our responsibility to do everything we can to help our customers and the industry. On behalf of all our employees, we feel honored to be in this position.

If you are an existing client, we are glad you are here. Your account manager is on hand to address any questions or concerns you may have. Many of our speakers and experts are also available for one-on-one conversations and private strategy sessions to help you find solutions to challenges facing your organization. Interested? Just let our staff know, we'll help you connect.

Thank you again for joining our fourth annual Channel IQ conference and expo, Compass 2014.

Sincerely,

Wes Shepherd  
CEO, Channel IQ

# day at a glance day one

Join us for this engaging line-up of experts who will inspire you to find your way through the challenges of modern ecommerce.

Choose your direction.

Our afternoon tracks have industry experts from multiple disciplines ready to inspire your continued success.

<b>8:00am</b>	BREAKFAST   On-Site Registration
<b>9:00am</b>	WELCOME   Wes Shepherd   Channel IQ
<b>9:30am</b>	KEYNOTE ADDRESS   Andy Hoar   Forrester Research, Inc.
<b>10:30am</b>	BREAK
<b>10:45am</b>	KEYNOTE ADDRESS   Peter Weedfald   Gen One Ventures
<b>11:30am</b>	KEYNOTE ADDRESS   Gene Zelek   Freeborn & Peters, LLC
<b>12:00pm</b>	NETWORKING   BOOK SIGNING   Peter Weedfald   "Green Reign Leadership"
<b>12:30pm</b>	LUNCH

## AFTERNOON TRACKS

	Brand Protection	Marketplaces	Innovative Concepts
<b>1:15pm</b>	The Marketplace Perspective	What Works at Amazon	New Horizons for Mobile Shopping
<b>2:00pm</b>	BREAK		
<b>2:15pm</b>	Realization of the Global Marketplace	Managing Marketplaces   Getting off the Sidelines	Where to Buy 2.0
<b>3:00pm</b>	Working with Government Agencies   Best Practice Guide	PANEL   Working with 3P Marketplaces	Domain Names   Everything You Need to Know to Stay Ahead of the Curve
<b>3:45pm</b>	BREAK		
<b>4:00pm</b>	Afternoon Panel   Ask Today's Experts		
<b>6:30pm</b>	COMPASS 2014 NETWORKING EVENT		

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Andy Hoar

Forrester Research, Inc.  
Principal Analyst



## Mastering Channels in an Omnichannel Environment

With customers researching and buying across multiple channels simultaneously, brands today are struggling to price and distribute their products effectively and efficiently. From producing consistent and compelling content to showing real-time pricing and inventory information, brands are fundamentally rethinking their prevailing channel approach. Join Forrester's Andy Hoar to learn how and why leading B2C and B2B companies are reinventing their channel management strategies in the age of the empowered customer.

Peter Weedfald

Gen One Ventures  
President



## What Consumers Really Want!

We are hyper-advancing through a profound structural and publishing commerce shift from physical to digital retail. E-commerce is capturing a larger share of sales than ever before simultaneously creating disruptive pressures on physical retailers and manufacturers. Consumers are in absolute control and through their own cloud prowess "will get what they want." Join Gen One Ventures Peter Weedfald to find out what consumers really want and how we can profitably deliver it to them.

Gene Zelek

Freeborn & Peters, LLC.  
Partner



## The State of Pricing Policies: Wider Use, More Success, and Continuing Challenges

In the rapidly-evolving world of commerce, it is easy to get behind on trends in pricing policy and other price-related initiatives. In this session Gene Zelek, one of the leading experts in IMAP, UMAP, traditional, and non-traditional price policy, explores current and future trends, where and how manufacturers are finding success in managing policies, and the hurdles they are overcoming to create that success.

# afternoon sessions day one

## Track One Brand Protection

The success of your organization hinges on your ability to protect your products & brand. This track focuses on ways to accomplish that.

## Track Two Marketplaces

Whether you authorized it or not, if your products are sold to consumers, chances are they are also being sold on a marketplace. In this track you will learn how to better work with marketplaces to manage your brand & products.

## Track Three Innovative Concepts

Looking for a fresh dose of innovation? Join manufacturing & industry leaders as they discuss new & emerging technologies, best practice, & the tools to enable eCommerce success.

### 1:15 pm The Marketplace Perspective Cara Baldwin, eBay

Join this legal counsel & marketplace expert from eBay as she shares the eBay side of the story. Learn the steps manufacturers & retailers can take to more successfully communicate with marketplaces.

### 1:15 pm What Works at Amazon Jon Christofaris, Astral Brands Eric Heller, Marketplace Ignition

Every day, manufacturers question what it takes to successfully partner with Amazon to manage brand & products. Join this session to hear a very special guest tell the Amazon side of the story. Then take part in an open forum with our very special guest to get the answers to your most pressing questions.

### 1:15 pm New Horizons for Mobile Shopping Daniel Muller, GP Shopper Al Lalani, Social Annex

If you still think shopping apps are the latest frontier, wait till you hear how beacons are changing the future of in-store experiences. Join our experts as they show you what's just beyond the horizon in mobile technologies & mobile shopping.

### 2:15 pm Realization of the Global Marketplace Anna-Mae Koo, Vivien Chan & Co.

As global marketplaces become local to the U.S., how do you deal with global IP infringement? In this informative session, you will gain strategic insights on how to clean up this rapidly expanding channel.

### 2:15 pm Managing Marketplaces | Getting off the Sidelines Jason Rubottom, Ally Commerce

In order to take control of your online channel, specifically marketplaces, you'll need to draw on a new set of tools & skills, get online & manage them proactively. In this session our expert speaker shows you how. Join this discussion where you'll learn where to find & how to use the pieces of the puzzle you need to be successful.

### 2:15 pm Where to Buy 2.0 John Shalhoup, Yamaha

"Big Data" is already changing the way many organizations are going to market with their brand & products. The prolific "where to buy" tool is being similarly impacted. In this session, manufacturing leaders will discuss how big data is already transforming how this lead generation tool is evolving for manufacturers & retailers.

### 3:00 pm Working With Government Agencies | Best Practice Guide David Chandler, World Customs Organization Dave Lukasik, LTE Inc.

Join top agency experts as they discuss the best way to partner with the Department of Homeland Security & other government agencies. Learn how to get their support when it comes to search & seizure of counterfeit products.

### 3:00 pm PANEL | Working With 3P Marketplaces Paul Demery, Internet Retailer Michael O'Hanlon, Wayfair Kevin Gleason, Leatherman Mike Miller, Blueleaf Ben Jones, PriceGrabber Cara Baldwin, eBay

Listen to this panel of 3P marketplace leaders on best practices. No sales pitch, just the valuable insights you need to better manage your channel programs on their sites. Then it's time to talk back. In this session, you'll also have the opportunity to ask the questions & get the answers you've been looking for.

### 3:00 pm Domain Names | Everything You Need to Know to Stay Ahead of the Curve Anthony Beltran, 101domain.com

As internet usage escalates, new global Top Level Domains (gTLDs) are being released to account for the rapid growth. Join domains expert Anthony Beltran in this informative session where you'll learn about:

Market Trends  
The ABCs of the Domain Name System  
What's in a Domain Name?  
The new gTLD Program  
A Practical Approach to domains

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# agenda at a glance day two

Day two of Compass offers you even more opportunities to engage with and learn from industry experts and leaders.

Choose your direction.

These three compelling tracks are filled with thought leaders shaping the way ecommerce is evolving.

<b>8:00am</b>	BREAKFAST
<b>9:00am</b>	KEYNOTE ADDRESS   Scot Wingo   ChannelAdvisor
<b>10:00am</b>	BREAK
<b>10:15am</b>	KEYNOTE ADDRESS   Matt Moog   PowerReviews
<b>11:15am</b>	BREAK
<b>11:30am</b>	SPECIAL LUNCH 'N LEARN KEYNOTE   Gian Fulgoni   comScore

## AFTERNOON TRACKS

	Pricing Policy	Client Perspective	Innovative Concepts
<b>12:30pm</b>	What is a Killer Pricing Program?	The Relationships and Realities of Working With Amazon	Exposed!   What Makes a Good Retailer?
<b>1:15pm</b>	Are You Ready for Global Policy Expansion?	Visionary Perspective   Cleaning your Online Channel	Innovative Concepts for Counterfeit Detection & Enforcement
<b>2:00pm</b>	BREAK		
<b>2:15pm</b>	PANEL   Best Practices for Implementing a Successful Price Policy Program	PANEL   Tales from the Channel Management Front Lines	Ditching the 80/20 Rule for 100% Big Data
<b>3:00pm</b>	Afternoon Panel   Ask Today's Experts		

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Scot Wingo  
ChannelAdvisor  
CEO & CoFounder



## The State of Online Retail: E-Commerce, Accelerated for Manufacturers

E-commerce adoption is rapidly accelerating due to six major waves of innovation that are sweeping through the online retail industry. In this session, Scot Wingo, CEO of ChannelAdvisor, will educate attendees on the current state of online retail and the trends that are changing consumer behavior. To accelerate their e-commerce strategies, retailers must embrace these waves of innovation:

- The Amazon Effect: Raising the bar on the e-commerce experience
- Cross-Border Trade: Expansion in virtually all markets globally
- Mobile Adoption: The value of e-commerce in your pocket
- Social Commerce: The next generation of large-scale e-commerce channels
- Third-Party Marketplaces: Marketplaces are eating the e-commerce world
- B2B is the new B2C: Manufacturers navigating a flatter, "direct to consumer" world

Matt Moog  
PowerReviews  
CEO



## User Generated Content: Engaging Loyal Customers & Strengthening the Retail Channel

User generated content such as Ratings and Reviews and Q&A provides brands with a proven way to interact directly with consumers at the moment of purchase, to provide a platform for brand advocates, and to strengthen relationships with their retail partners. Loyalty has historically been defined by retailers and measured in terms of transactions. Forward-thinking brands are reimagining loyalty programs to include engagement and advocacy: rewarding social contributions such as writing reviews, answering questions, and promoting that content on social media. By cultivating advocates through gamification, brands can now manage loyalty programs that help retail partners increase web traffic, conversions, and average order value. In this session PowerReviews CEO Matt Moog will address the growing importance of engaging with customers who can create valuable content, provide timely feedback, and become brand advocates. This session will also demonstrate how user generated content can also provide SKU-specific feedback to help brands improve products.

Gian Fulgoni  
comScore, Inc.  
CoFounder



## Understanding Today's Omni-Channel Shoppers

A dramatic increase in the use of mobile devices has fundamentally altered the way that consumers shop and buy. Consider that 60% of time online now occurs using either a smartphone or tablet, and that m-commerce sales in Q2 2014 grew by 47% versus the prior year. In this fast paced presentation, comScore co-Founder and Chairman Emeritus Gian Fulgoni will reveal the key insights that retailers and manufacturers need to know if they are to successfully market to the omni-channel shopper.

# afternoon sessions day two

## Track One Price Policy

Whether your organization has MAPP or UPP, Online-only, or Channel-segmented pricing, this track will help you manage & improve your pricing processes.

## Track Two Client Perspective

This track gives you access to case studies & best practices from our clients. They'll share their successes & the steps & tools they used to accomplish their goals.

## Track Three Innovative Concepts

The online world is changing at the speed of thought. Join these thought leaders as they discuss new & emerging technologies, best practice, & the tools to enable used for eCommerce success.

### 12:30 pm What is a Killer Pricing Program?

Gene Zelek, Freeborn, LLP

In this invaluable segment, Gene Zelek, attorney & price policy expert with Freeborn & Peters, offers legal insight into how to create, manage, & grow your pricing policy. This engaging session will take you from the basics to expert level concepts with time for Q&A to wrap things up.

### 12:30 pm The Relationships & Realities of Working with Amazon

Ed Sofia, Chicco

How can you avoid dilution of your online channel while still working with well known Marketplace, Amazon? That is the question. In this session Ed Sofia, leader from Channel IQ client Chicco, discusses the challenges & opportunities that come from building a relationship with Amazon.

### 12:30 pm Exposed! What Makes a Good Retailer

Kevon Hills, StellaService

How we choose to qualify online retailers as approved, preferred, or even authorized, says a lot about our brand. Our panel of experts will help us look beyond the "Compliance Factor" & identify a range of leading indicators used by the online retail community to better measure itself.

### 1:15 pm Are you Ready for Global Policy Expansion?

Jonathan Burdette, Philips Healthcare  
Jim Harkins, Retail Execution Partners

Pricing programs are no longer exclusive to North America. Many European nations have strict guidelines around how manufacturers communicate pricing. Join experts from across the globe as they discuss best practices for implementing your pricing programs beyond our borders.

### 1:15 pm Visionary Perspective | Cleaning your Online Channel

Scott King, SRAM

SRAM is a leader in the bicycling industry. With this success has also come a wide range of challenges for their brand. Join Scott King from SRAM & his team, as they discuss how they've implemented the tools necessary to successfully clean up their online channel & restore brand integrity.

### 1:15 pm Innovative Concepts for Counterfeit Detection and Enforcement

Lorne Lipkus, Kestenberg Siegal Lipkus LLP

The growth of manufacturing outside of North America has fueled an influx of counterfeit & gray market product across our borders. How can you protect your brand & products from this sort of damage? In this session, legal counsel from Canada will provide you advice & best practice for protecting your brand & product from overseas poaching that affects your bottom line.

### 2:15 pm PANEL | Best Practices for Implementing a Successful Price Policy Program

Gene Zelek, Freeborn, LLP  
John Portelli, Advertising Checking Bureau  
Devin Doughty, Channel IQ  
Dawn Regner, Channel IQ

Join the experts as they discuss best practices for staffing, program structure, proven approaches, processes, critical success criteria, & more. Learn new strategies for implementing an efficient & effective MAP Program that delivers value to manufacturers.

### 2:15 pm PANEL | Tales from the Channel Management Front Lines

Marty Vega, Channel IQ  
Chris Kooistra, Cobra Electronics  
Steve Loud, D'Addario and Co  
Dave Duffin, Johnson Outdoors

Listen to a panel of 3P marketplace leaders on best practices. No sales pitch, just the valuable insights you need to better manage your channel programs on their sites. Then it's time to talk back. In this session, you'll also have the opportunity to ask the questions & get the answers you've been looking for.

### 2:15 pm Ditching the 80/20 Rule for 100% Big Data

Patrick Quigley, MarkLogic

Everyone is talking about "Big Data," but nobody really knows how to do it. Everyone thinks everyone else is doing it, so everyone claims they are doing it. In this session, one of the leading big data platform providers will dispel the myths about "Big Data," & show how to put it to work in your channel sales & marketing organizations.

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**Andy Hoar**  
Forrester Research, Inc.  
Principal Analyst



Andy is a Forrester Research Principal Analyst serving eBusiness & Channel Strategy Professionals. He focuses primarily on B2B and B2B2C eCommerce, as well as issues related to enabling channel partner businesses for manufacturers. Andy's current research areas include multichannel retailing, mobile couponing, affiliate marketing, and enabling manufacturers to sell online. Prior to joining Forrester, Andy spent 11 years in product and marketing leadership roles within Silicon Valley. In that time, he developed Yahoo's Web2Store local shopping initiative, co-founded an eCommerce company, and helped create several award-winning consumer Internet and mobile software products. Andy has been quoted in The Wall Street Journal, Internet Retailer, Direct Marketing News, American Banker, CNBC, and more. Andy is a summa cum laude graduate in economics from the University of Dayton and holds an M.P.A. from Harvard University and an M.S. in integrated marketing from Northwestern University.

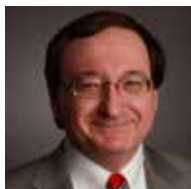
**Peter Weedfald**  
GenOne Ventures  
President



Peter Weedfald is the president of Gen One Ventures, a consulting organization that provides sales, marketing, operations, product management, and retail channel consulting insights across all channels of the manufacturing and retail landscape. Mr. Weedfald is currently working non-exclusively and directly with several leading consumer electronic brands providing a broad spectrum of guidance.

His past experience includes positions as SVP of Sales and Marketing for ViewSonic, Samsung Electronics North America, and Circuit City.

**Gene Zelek**  
Freeborn & Peters, LLC.  
Partner



Gene Zelek is a partner at Freeborn & Peters, LLC. Gene focuses on marketing law, with an emphasis on pricing and channel management, including lawful resale price setting, price signaling, and price and promotional discrimination. For more than 20 years, he has helped design, implement, and enforce at least 70 successful resale price policies and minimum advertised price (MAP) programs for a variety of B2B and B2C marketers in diverse industries. Gene's clients include many prominent companies and consulting firms located throughout the world, for which he provides antitrust and distribution counseling, as well as assistance with branding, licensing, strategic alliances, vendor relationships, complex contracts, and new product development. In addition to frequently writing and speaking, he has been a member of the marketing faculty at the Kellogg School of Management for 25 years, where, among other things, he taught "The Legal Aspects of Marketing Strategy."



Scot Wingo  
ChannelAdvisor  
CEO & CoFounder



CEO of ChannelAdvisor, Scot Wingo leads the company in its mission to provide retailers and manufacturers with the software and services needed to successfully sell their products via online sales channels. In tandem with his work at ChannelAdvisor, Scot is an industry thought leader, contributing regularly to several ChannelAdvisor blogs and speaking often at industry events. Prior to launching ChannelAdvisor, Scot occupied the roles of general manager of GoTo Auctions, CEO and co-founder of AuctionRover.com (acquired by GoTo.com) and CEO and co-founder of Stingray Software (acquired by RogueWave). Scot received a Bachelor of Science degree in Computer Engineering from the University of South Carolina and a Master of Computer Engineering degree from North Carolina State University. Scot has received numerous awards including Ernst and Young's Entrepreneur of the Year and Triangle Business Journal's Top 40 under 40.

Matt Moog  
PowerReviews  
CEO



Matt Moog is CEO of PowerReviews, a technology company that licenses its software to more than 1,000 brands and retailers to enable them to collect ratings and reviews and answer customer questions. Matt has more than 20 years of experience scaling technology companies, both public and private. He has launched several successful startups, hired hundreds of employees, and raised over \$200 million in outside investment.

Matt is passionate about entrepreneurship and the transformative role that technology can play in our lives, especially when it allows people to share their experiences and brings transparency and accountability to all facets of life.

Gian Fulgoni  
comScore, Inc.  
CoFounder &  
Exec Chairman Emeritus



Gian Fulgoni is Co-Founder and Executive Chairman Emeritus of comScore Inc. (NASDAQ: SCOR). Founded in 1999, comScore employs 1,100 people and provides services to more than 2,300 clients worldwide, encompassing syndicated and custom solutions in the measurement of online audiences, e-commerce, advertising, search, video, mobile, and TV viewing. The company also offers an extensive portfolio of digital services for web analytics, cross-platform media planning and analysis, campaign delivery validation, and advertising effectiveness measurement. Mr. Fulgoni is a popular speaker at conferences worldwide and has appeared frequently on CNN, NBC News, ABC News, CBS News, CNBC, FOX Business News, Bloomberg TV, and the PBS Nightly Business Report. Educated in the U.K., Mr. Fulgoni holds a B.Sc. degree in Physics and an M.A. in Marketing. In 2012, he was awarded an Honorary Fellowship by the University of Glamorgan in Wales in recognition of his entrepreneurial skills and achievements in market research.

the  
experts  
continued

Anthony Beltran  
101domain.com  
COO/CFO

Jonathan Burdette  
Philips Respironics  
Sr Mgr Internet Channel

David Chandler  
World Customs Organization  
IPM Project Manager

Jon Christofaris  
Astral Brands  
VP eCommerce

Paul Demery  
Internet Retailer  
Editor

Dave Duffin  
Johnson Outdoors  
Director of Sales

Kevin Gleason  
Leatherman  
Channel Manager

Jim Harkins  
Retail Execution Partners  
CoFounder & Principal

Cara Baldwin  
Sr Legal Counsel, Global IP  
eBay

Cara Baldwin is the Senior Legal Counsel of Global Intellectual Property at eBay, and oversees management of the trademark and domain portfolios for all eBay Inc. companies on a global scale. She assists in developing prosecution and enforcement strategies to protect eBay valuable intellectual property in a rapidly evolving online marketplace. In addition to her trademark and domain responsibilities, Cara also oversees the Verified Rights Owner (VeRO) program for eBay Marketplaces. She oversees the development and implementation of policies that protect the intellectual property of third party rights owners, ensure the safety of eBay's website, and increases customer confidence in products found on eBay's platform.

Mr. Beltran is the COO/CFO at 101domain.com. 101domain.com is an international domain name registrar and corporate domain name solutions provider established in 1999. 101domain offers domain registration, local presence services, DNS management, and consulting services to clients around the world, including many of the world's most recognized brands. Mr. Beltran has been working in the domain name space with 101domain.com for 10 years. He attended the University of San Diego where he obtained a Bachelor's degree in Accountancy with a focus on finance and real estate.

Jon is the Senior Manager for the Internet channel at Philips Respironics, a \$1 Billion global division of Philips Healthcare. In the changing global marketplace for healthcare, Jon works with new and existing market participants in allowing patients worldwide to take control of their treatment and their health through the internet channel. Prior to joining Philips, Jon worked in brand management, as well as consulting, in both Europe and the US. He obtained his MBA from the University of Pittsburgh and his BS at Penn State University.

David is the Project Manager in charge of the World Customs Organization (WCO) IPM initiative in North America, which focuses on the improvement of customs administrations and right holders' cooperation in their anti-counterfeiting actions. IPM (Interface Public Members) is a new project launched by the WCO, a non-profit intergovernmental organization headquartered in Brussels, to provide right holders with communication tools on the ground throughout the world. Working with major brands spanning from big pharmaceutical firms and major fashion brands, to automotive companies, the IPM program and the WCO is steadfast in combatting counterfeits and making administrations and companies aware of this global epidemic.

Jon is the VP of eCommerce for Astral Brands, an innovator in the creation & management of prestige beauty brands such as Pür Minerals, Cosmedix, & Aloette. Prior to Astral Brands, Jon managed multiple teams at Amazon.com (including Strategic Account Management and Marketplace Business Development teams responsible for driving incremental revenue growth for third party sellers). Before Amazon.com, Jon spent over a decade as an eCommerce consultant & sales leader for solution providers such as Channel Intelligence (acquired by Google), & has worked in both Europe & the US as a strategic consultant to merchants selling on Shop.com.

Paul Demery is editor of the weekly newsletter B2BecNews and managing editor of B2B e-commerce at Vertical Web Media LLC, the publisher of B2BecNews, Internet Retailer magazine, and other print and online publications covering e-commerce. Prior to Vertical Web Media, he served as editor-in-chief/associate publisher of Electronic Commerce World magazine, which covered business-to-business applications of Internet technology by various types of industries. In earlier work, he covered various industries for other business magazines and newspapers.

Dave Duffin is the Director of Sales for Johnson Outdoors where he is responsible for all aspects of strategic planning for market development, sales forecasting, pricing and marketing activities. His more than 20 years with Johnson Outdoors now make him responsible for the North American Marine Electronics business unit. Mr. Duffin's extensive knowledge in pricing policy and channel management have made him the thought leader in the outdoor market. His best-practice development, however, crosses all verticals and makes his strategy relevant to any audience.

As Channel Manager for the legendary Leatherman Tool Group, Kevin Gleason is responsible for overseeing channel strategy of online and traditional distributors. Prior to his position with Leatherman, Kevin was Marketing Director for Coast Products where he oversaw the marketing strategy and execution of marketing efforts. Kevin received his Bachelor of Science in Business Administration and Management from the University of Oregon - Charles H. Lundquist College of Business.

Jim has been in retail/CPG industries for his entire career. Beginning with Procter and Gamble, Jim has been associated with Fortune 100 public & private firms, supporting innovation, development, & delivery of high profile products & services while continuing to expand solution offerings to each market participant. Jim was one of the founders of REP, seeing the need for professional outsourced / marketing automation among his consumer brand's clients. Prior to REP, Jim worked in international trade of European products in NY, and spent subsequent years in retail packaging and design.

Eric Heller  
Marketplace Ignition  
CEO

Eric Heller, CEO of Marketplace Ignition, has been working online retail since joining Amazon.com in January, 1999. During that time, he has managed critical online marketing programs for Amazon.com, Redfin, Expedia, and Benchmark Brands. He has also had the opportunity to work with thousands of participants in the Online Retail industry, both at Amazon as a category manager for CE and Sports & Outdoors, as well as in various board positions including being the first merchant representative elected to the Performance Marketing Association's Board of Directors.

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**Kevon Hills**  
StellaService  
VP Research

Kevon Hills joined StellaService in 2012 and is currently the Vice President of Research. In his role leading the Research Group, Hills and his team leverage StellaService data to provide deep, actionable insights that help companies improve customer service and fulfillment operations. His in-depth understanding of data and market trends helps him identify innovative methods that help Stella Metrics clients make more informed strategic decisions. Hills is also responsible for identifying new data sets to explore, the creation of new metrics, and the data collection methodology.

**Ben Jones**  
PriceGrabber  
VP Sales & Business Dev

Ben Jones is the Vice President of Sales and Business Development at PriceGrabber.com. He oversees account management and new account sales teams spanning 26 consumer product channels and 3000 direct merchant relationships. In addition, Ben oversees the syndication business at PriceGrabber, which has over 500 partners utilizing PriceGrabber's catalog for content rich shopping experiences, in addition to best in class monetization.

**Scott King**  
SRAM  
CoFounder

Scott is a Co-Founder of SRAM, L.L.C. and is the "S" in SRAM. SRAM is a \$650,000,000 manufacturer of bicycle components and the second largest company in its industry. Currently, Scott is responsible globally for all of SRAM's Distributor and OEM Agreements along with SRAM's MSRP Policies and their enforcement. He is also responsible for SRAM's ongoing changeover to a new method of distribution in Europe for aftermarket products, as well as being in charge of SRAM's investigation into possible future manufacturing locations which includes analyzing global tariff rules, local and global economics, and local human rights and working conditions in potential locations.

**Anna-Mae Koo**  
Vivien Chan & Co  
Associate

Anna-Mae Koo is an associate at Vivien Chan & Co., a full practice law firm of 20+ years with offices in Beijing and Hong Kong. Vivien Chan & Co. has a renowned IP practice with direct licenses to file in Hong Kong and China servicing multinational clients in the region. Anna-Mae's practice spans contentious and non-contentious IP including IP portfolio management, domain name, e-commerce, transactional IP and enforcement work including anti-counterfeiting. Anna-Mae sits on the Litigation Committee of the International Bar Association and on the Internet Committee of the International Trademark Association. Anna-Mae is also the winner of the IP Rising Star of Euromoney Legal Media Group Asia Women Award 2013.

**Chris Kooistra**  
Cobra Electronics  
Dir Marketing Services

Chris Kooistra is the Director of Marketing Services for Cobra Electronics, the leading designer & marketer of award-winning automotive, mobile & consumer electronics. He leads the company's global marcom activities, focusing his efforts on expansion of current product offerings, engagement with a greater variety of consumers — driver enthusiasts, outdoor recreationists, professional drivers & boaters — as well as overseeing Cobra's ecommerce & omni-channel presence. Since joining the company in 2008, Chris has been instrumental in supporting Cobra Electronics' national & global expansion through his experience & expertise in product launches, integrated marketing, advertising, packaging, promotions, & social media.

**Al Lalani**  
Social Annex  
CoFounder & Chief Strategist

Al Lalani is the Co-Founder and Chief Strategist at Social Annex. He leads the company vision and strategy at Social Annex and is responsible for the product vision and execution. Prior to Social Annex, Al oversaw eCommerce and Online Product Management at Teleflora, managing several eCommerce services and partners. Al has over 10 years of experience with eCommerce, including online marketing, conversion optimization, and remarketing.

**Lorne Lipkus**  
Kestenberg Siegal Lipkus LLP  
Founding Partner

Lorne M. Lipkus is a founding partner in the Toronto, Ontario, law firm of Kestenberg Siegal Lipkus LLP. He practices throughout Canada in the area of intellectual property litigation, with a principle focus on end to end solutions for anti-piracy and anti-counterfeiting enforcement (copyrights, industrial designs, patents, and trade-marks), including obtaining and serving Anton Piller Orders, preservation Orders, injunctions, and assisting law enforcement in obtaining and executing criminal search warrants and dealing with all aspects of border enforcement.

**Steve Loud**  
D'Addario and Co.  
Ecommerce Sales Mgr

Steve Loud is the Ecommerce Sales Manager of D'Addario and Co., a \$160 million company widely recognized as the global leader in Musical Instrument accessories. In his role at D'Addario, Steve is responsible for managing the company's overall eCommerce strategy, both retailer and consumer facing. Steve has 6 years of experience directly managing D'Addario's sales and marketing relationships with major online retailers including Amazon.com, Musician's Friend, and Guitar Center. His role has recently expanded to include an international focus, bringing proven US ecommerce programs to export markets around the world.

**Dave Lukasik**  
LTE, Inc  
Principal

Dave Lukasik is Principal with LTE, Inc, providing Trademark enforcement services for major corporations including consumer goods, manufacturing, clothing, and alcohol. His background includes Developing and Managing Motorola's first Global Brand Protection Program, Experience with start-up brands requiring step-by-step action plans to protect their brands, and a vast knowledge of authentication options, strategies and techniques.

the  
experts  
continued

Daniel Muller  
GP Shopper  
VP Software Development

Michael Miller  
Blueleaf  
Founder & CEO

Michael Miller is the founder and CEO of Blueleaf, a leading professional services firm which puts experts in the drivers seat for online businesses such as a Volcom, Kering, and other branded manufactures. Blueleaf resulted from his many years of operational and strategic success in helping online retailers evaluate their technology, find solutions, re-launch eCommerce sites, and increase online sales. He is a frequent speaker and content advisor for the eCommerce industry's leading resources, including Internet Retailer and Shop.org.

Daniel is GPSshopper's VP of Software Development. Daniel helped found and currently leads the Chicago office where he manages all project delivery and implementation operations. Since 2009, Daniel has worked in multiple business units at GPSshopper, including Account and Project Management, Technical Business Analysis and Product Development. Daniel played collegiate football at Franklin and Marshall College where he graduated with Dean's list honors receiving a degree in Government, specializing in Economics. In his free time, Daniel enjoys traveling, athletics, coaching youth football, reading military history/non-fiction, gaming and international politics.

Michael O'Hanlon  
Wayfair  
VP Corp & Business Dev

Michael O'Hanlon is Vice President of Corporate and Business Development at Wayfair. He is responsible for developing and executing the company's M&A strategy as well as developing key strategic partnerships, including online marketplace relationships with Wal-Mart, Staples, Tesco, Sears, Best Buy, Amazon, eBay, and content partnerships with Coastal Living, Country Living, Real Simple, Sunset, and This Old House. Michael also founded and continues to lead Wayfair Media Solutions through which leading brands and retailers can drive brand awareness and engagement.

John Portelli  
ACB  
Sr VP Sales & Marketing

John Portelli is the Senior Vice President of Sales & Marketing at The Advertising Checking Bureau (ACB), a leading channel marketing program management agency, administering Co-op Advertising, MDF, Advertising Compliance, and Promotional Incentive programs for over 150 major manufacturers. John has been guiding manufacturer and retail clients in managing and evaluating their channel advertising and promotional compliance programs for over 20 years, assisting ACB's clients in implementing best practice trade marketing solutions and workflows across both traditional and digital media.

Patrick Quigley  
MarkLogic  
VP Sales, North America

Patrick heads up the North American team focused on Big Data solutions for MarkLogic. Big data platforms rely on NoSQL technology to ensure marketers have visibility to all their data. With more than 20 years of global business development, leadership, and strategy in the areas of data, analytics, and enterprise information solutions, Patrick's team delivers data-centric, consultative solutions to blue chip companies. Prior to MarkLogic, Patrick was Executive VP & GM at IRI, a leader in delivering powerful market and shopper insight solutions, predictive analysis, & consulting services to the world's largest CPG, Retail, and Healthcare companies.

Jason Rubottom  
Ally Commerce  
CEO

Jason is the CEO of Ally Commerce, (formerly Online Fulfillment Services [OFS]), a fast-growing ecommerce outsourcing company for manufacturers. Before OFS, Jason was the General Manager for eBay's Pro Audio & Musical Instruments business in North America, where he spent the majority of his time partnering with retailers and manufacturers. Prior to that, Jason spent seven years as a generalist in management consulting, where he built a large consulting business serving the technology and ecommerce industries. Jason also spent three years in the finance industry. He obtained his MBA at the Kellogg School of Management and his BBA at Pacific Lutheran University (PLU).

John Shalhoup  
Yamaha  
Chief Marketing Director

As Chief Marketing Director for Yamaha Corporation of America, John oversees the branding, PR, and collaborative marketing of the company's five MI & AV divisions. Shalhoup joined Yamaha in 1998 as a Pro Audio & Combo Division district mgr. In 2001, Shalhoup moved to Yamaha's U.S. headquarters & oversaw national accounts (big box stores), & a rapid expansion into ecommerce. Shalhoup first held a guitar at age 11, inspired by The Beatles, Led Zeppelin, & Jimi Hendrix. In the 1980's he performed & recorded in premiere venues including Studio 54, Tracks, & The Paradise.

Ed Sofia  
Chicco  
Senior Bus Dev Mgr

Ed Sofia is the Senior Business Development Manager for Artsana USA, charged with leading the on-line retail experience for the Chicco brand of children's products. Ed has over 18 years of award winning sales and marketing experience with Fortune 500 companies, including Stanley Black & Decker & Armstrong World Industries. At Artsana, Ed developed the MAP & Brand Management Policy in 2011, in an effort to effectively deliver upon the brand promise of Chicco to consumers and strengthen retail partnerships. On a daily basis, Ed manages the Chicco sales with Amazon.com and over 400 online and local specialty shops.

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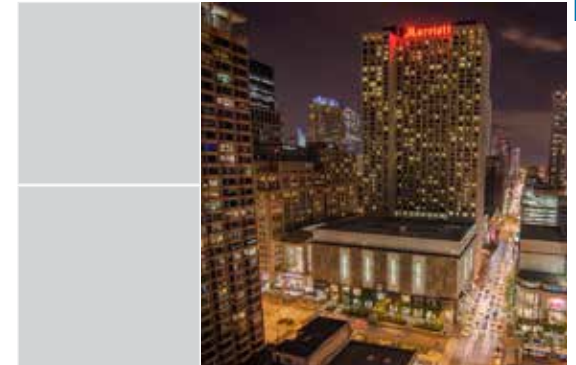
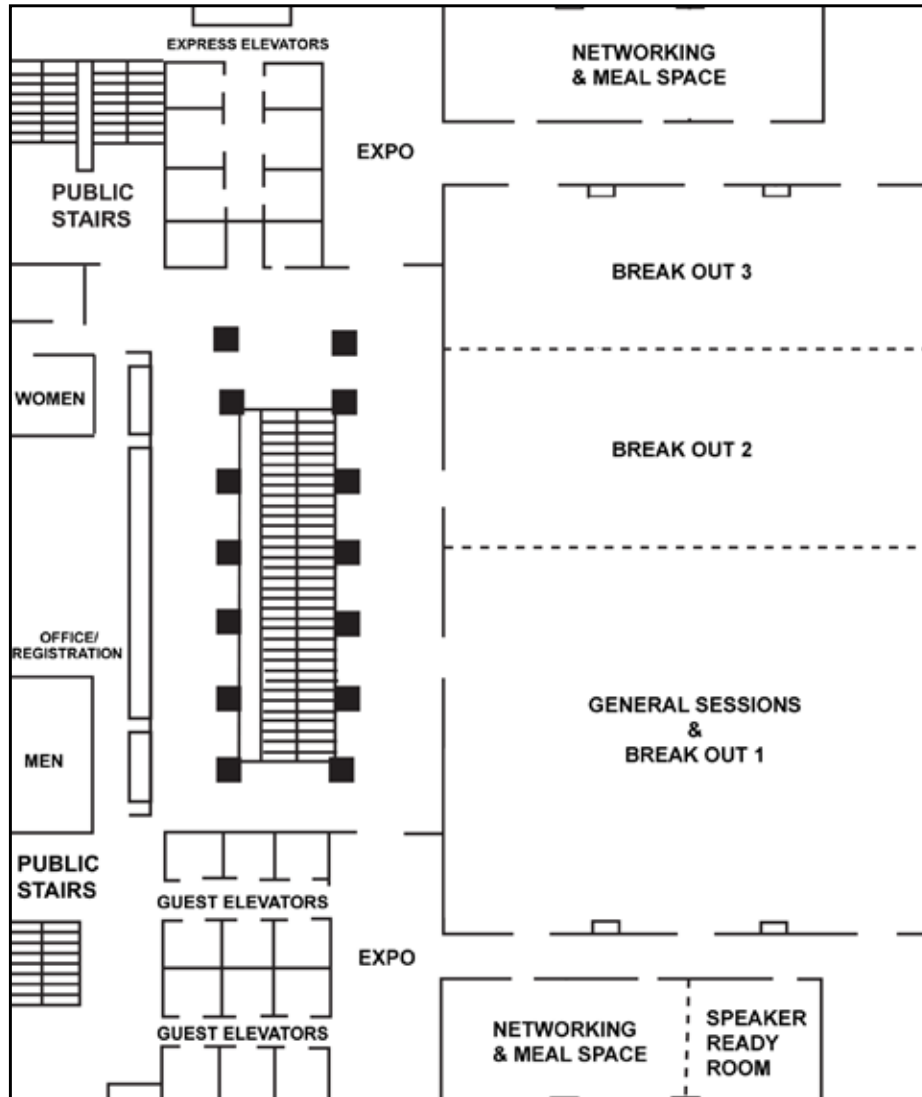
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