

Retail Thought Leaders to Gather at 8th Annual RetailNext Executive Forum

Smart Store Analytics Market Leader Promotes Forum for Retail Industry Thought Leadership and Change

SAN JOSE, CA, UNITED STATES, May 24, 2018 /EINPresswire.com/ -- Today, [RetailNext](#) Inc., the worldwide leader in retail IoT and smart store analytics for optimizing shopper experience, announced its eighth annual [RetailNext Executive Forum](#), Revolution, May 30 through June 1 at the Fairmont Sonoma Mission Inn & Spa in Sonoma, Calif. The

annual conference features content and programming facilitated by RetailNext clients, acclaimed retail industry experts and an accomplished roster of strategic partners representing a 360-degree view of today's complex shopper-centric retail enterprises.



“RetailNext is excited and once again honored to host retail thought leaders across a variety of disciplines at its annual Executive Forum,” said [Bridget Johns](#), head of marketing and customer experience at RetailNext. “A shopper-led revolution continues to demand change in the retail industry, and the Executive Forum provides a platform for a dynamic, multi-directional exchange of ideas between RetailNext’s customers, partners and its team members to both inspire and empower retailers to deliver the very best shopping experiences that each and every shopper deserves.”

With over 200 retail professionals from the United States, Canada, Mexico, the United Kingdom, France, Spain, Japan, China, Taiwan, Indonesia, Singapore and Australia in attendance, the RetailNext Executive Forum directly addresses the challenging environment of the new retail reality and focuses on innovations to better understand shopping behaviors, optimize shopping experiences and engage shoppers in more relevant, personalized manners. The Executive Forum and its associated events offer rich agendas featuring keynote presentations, panel discussions, breakout sessions, workshops and networking opportunities.

In addition to keynote presentations and panel discussions, this year’s Forum features a Retailer Showcase sponsored by Macerich, featuring innovative technology solutions from brands and solution providers alike, including Allbirds, UNTUCKit, Snow Peak, Lolli & Pops, 100% PURE, by REVEAL, Legion, Myagi, NewStore, SATO Global Solutions, Shopify, Radiance Labs and more. The Retailer Showcase will be an interactive environment highlighting the growing ecosystem of partners utilizing RetailNext’ SaaS platform to deliver powerful new solutions for retailers around the globe.

“Since its inception over 10 years ago, RetailNext has worked with leading retailers, product manufacturers and mall operators to better understand shoppers and their shopping journeys and behaviors,” added Johns. “At the Executive Forum, stakeholders from across the world of retail dive

into the industry's challenges and opportunities, and emerge with actionable insights and new strategies to drive success in this shopper-controlled era of retail."

About RetailNext

The first retail vertical IoT platform to bring e-commerce style shopper analytics to brick-and-mortar stores, brands and malls, RetailNext is a pioneer in focusing entirely on optimizing the shopper experience. Through its centralized SaaS platform, RetailNext automatically collects and analyzes shopper behavior data, providing retailers with insight to improve the shopper experience real time.

More than 400 retailers in over 75 countries have adopted RetailNext's analytics software and retail expertise to better understand the shopper journey in order to increase same-store sales, reduce theft and eliminate unnecessary costs. RetailNext is headquartered in San Jose, Calif. Learn more at www.retailnext.net.

Follow the #inspiringretail, #smartstore and #RNEF18 conversations on Twitter @RetailNext.

###

Ray Hartjen
RetailNext
9258955441
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.