



## GLOBAL SHOPPING FESTIVAL 2017

### KEY OPINION LEADERS – AVAILABLE TO MEDIA

#### DANIELLE BAILEY, HEAD OF APAC RESEARCH, L2 INC.



- *Contact Info:* [danielle@l2inc.com](mailto:danielle@l2inc.com); +1 646.571.8407
- *Areas of Expertise:* China Digital Strategy, China Digital Marketing, China E-Commerce, Chinese Consumer, China Retail Landscape

In her tenure at L2, Danielle has spearheaded the expansion of the Digital IQ Index® research methodology into new markets and verticals. She has co-authored more than 25 L2 studies including the first Digital IQ Index® focused on China in 2011. Danielle leads a team in longitudinally tracking and assessing the digital competence of more than 500 brands in China, Korea, and Japan. She sets the research agenda designed to highlight emerging trends, identify best practice case studies, and benchmark brand performance across the Beauty, FMCG, Luxury and Retail industries. The team annually publishes 10 pieces of research whose recent topics include celebrities and KOLs, livestreaming and short video, the Alibaba ecosystem, emerging e-commerce platforms, and cross-border commerce. Based on the research, Danielle provides strategic recommendations to help global brands operating in Asia develop their digital roadmap and optimally allocate resources.

Additionally, Danielle built the data partnership practice at L2, engaging innovative data providers to develop new metrics and analytical frameworks to benchmark digital performance. Prior to L2, Danielle managed the implementation of award-winning mobile initiatives for large media clients, including NBC Universal and The New York Times Company. Danielle has a B.S. in Systems Engineering from the University of Virginia and an M.B.A. from NYU Stern.

#### MATTHEW CRABBE, DIRECTOR OF RESEARCH, MINTEL ASIA-PACIFIC



- *Contact Info:* [mcrabbe@mintel.com](mailto:mcrabbe@mintel.com); +86-135-8594-9850
- *Areas of Expertise:* Chinese language; culture and history; its economic development and statistics; consumer lifestyle trends; FMCG markets; retail and services; macroeconomics

Having studied Chinese language, society and history at the University of Leeds, Matthew has since turned an academic interest in China into a career. He was originally employed by Euromonitor to develop its then new series of reports on consumer product markets in China. Then, as co-founder of research company Access Asia, he worked exhaustively on trying to make sense of China's consumer markets, which work has continued since Access Asia was successfully sold to Mintel Group in 2011. Matthew has written several hundred reports on China's consumer markets over the course of 20+ years.

He takes a particular interest in the human story behind the rapid growth in China's economy, and how such breakneck change is having an effect on its people, their lifestyles, society and communities.

Having travelled to China regularly since the late 1980s, he has witnessed this change first hand, and has documented these changes within his research work.

Matthew co-authored the 1998 book “One Billion Shoppers: Accessing Asia’s Consuming Passions” (Nicholas Brealey Publishing, London), and the 2010 book “Fat China: How Expanding Waistlines are Changing a Nation” (Anthem Press, London) with Paul French. His first solo-authored book “Myth-Busting China’s Numbers: Understanding and Using China’s Statistics” (Palgrave MacMillan, London), was published in April 2014, and received very favourable reviews in the Wall Street Journal, the Financial Times and Business Insider.

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## FRANK LAVIN, CEO AND FOUNDER, EXPORT NOW



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- *Areas of Expertise:* E-Commerce in China, helping international brands succeed in China

Frank Lavin is the CEO and founder of Export Now, a U.S. firm established in 2010 to operate e-commerce stores in China for international companies. Export Now is the largest off-shore operator of China e-commerce stores, helping brands from around the world in strategy and operations.

In Government, Lavin served as Under Secretary for International Trade at the U.S. Department of Commerce 2005-2007. In that capacity, Lavin served as lead trade negotiator for both China and India and was the senior policy official in the Department responsible for commercial policy, export promotion, and trade negotiations across the globe. Lavin was U.S. Ambassador to the Republic of Singapore from 2001-05, where his duties included helping negotiate the U.S.-Singapore Free Trade Agreement.

In the private sector, Lavin served in senior finance and management positions in Hong Kong and Singapore with Edelman, Bank of America and Citibank.

Previously, Lavin served in the George H.W. Bush and Reagan Administrations, working in the Department of Commerce, Department of State, National Security Council, and White House. Lavin served as Director of the White House Office of Political Affairs 1987-89.

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## JOHN MCPHETERS, CO-FOUNDER AND CEO, STADIUM GOODS



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- *Areas of Expertise:* selling to Chinese consumers, working with Alibaba

John McPheters co-founded Stadium Goods with Jed Stiller in October 2015, a premium marketplace that connects buyers and sellers of sneakers, street-wear and other sought after goods from a variety of sources by providing an online e-commerce experience coupled with brick & mortar locations. He previously served as VP of Business Development for Flight Club, where he brought dramatic growth to its web practice, while also spearheading online and traditional marketing, strategic partnerships, and many other facets of the business. Prior to picking up the reins there, he was the digital director of Team Epiphany, working on different programs for many Fortune 500 brands.

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## MARTIN NEWMAN, FOUNDER AND CHAIRMAN, PRACTICOLOGY



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- *Areas of Expertise:* Putting the customer first – how to develop an effective customer value proposition; Internationalization – Meeting the needs of the global consumer; China market entry strategy; The ‘exportability’ of Singles Day (Global shopping festival); The purpose and role of the store – leveraging digital to remove friction and creating experiential store formats; The commercial building blocks for ecommerce success; Organizational design and capabilities required in this multichannel/o2o world; The culture and agility required to succeed in digital commerce

Widely considered a global thought leader, Martin is the founder, and Chairman of Global e-commerce & multi-channel retail consultancy Practicology, who have offices in London, Hong Kong, Guangzhou, Sydney and Melbourne.

He is also an experienced Non-Executive Director of renowned retail companies including Conviviality PLC and White Stuff and sits on the KPMG IPSOS Retail Think Tank.

Martin regularly advises the boards of his clients on their key strategic questions and challenges including how to put the customer first, omnichannel strategy, the role of the store, how many stores they need as their web sales increase, how they should prioritise their investments and roadmap for growth, how to internationalise and into which markets, how to turn their data into insight, and how to structure the organisation to be customer centric.

His clients include: American Eagle, Tesco, Al Futtaim, Pandora, Canon, Skechers, Unilever, Reckitt Benckiser, Boots, House of Fraser, B&Q, Waitrose, Ted Baker, Barbour, Hobbycraft, adidas, Nike, Wiggle, Under Armour & Kathmandu.

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**JEFFREY TOWSON, PRIVATE EQUITY INVESTOR / ADVISOR, PEKING UNIVERSITY  
PROFESSOR**



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- *Areas of Expertise:* how rising Chinese consumers are disrupting global markets – with a special focus on digital China

Jeff is a private equity investor advisor, Peking University professor, best-selling author and speaker. His writing and speaking are on “how rising Chinese consumers are disrupting global markets – with a special focus on digital China”. According to LinkedIn, he is one of the top three most followed business writers in China (+1.9M followers online) and is the #1 followed professor in China.

His investment and consulting are mostly in healthcare and consumer products. This is primarily in the US and China / Asia but also occasionally in the Middle East / North Africa.

Jeff was previously Head of Direct Investments for Middle East North Africa and Asia Pacific for Prince Alwaleed, nicknamed by Time magazine the “Arabian Warren Buffett” and arguably the world’s first private global investor.

His latest books are the One Hour China Book, the One Hour China Contrarian and the One Hour China Consumer Book. Both were (are) Amazon best-sellers. You can download free chapters by signing up on the right. He is currently writing the first serious academic business book on Prince Alwaleed. Jeff lives in Beijing and New York.

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**DEBORAH WEINSWIG, MANAGING DIRECTOR, FGRT (FUNG GLOBAL RETAIL &  
TECHNOLOGY)**



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- *Areas of Expertise:* Global retail and emerging technology trends, Shopping trends

Deborah Weinswig is an award-winning global retail analyst and a specialist in retail innovation and technology. As Managing Director of FGRT, the think tank for the Fung Group, she is responsible for building the team’s research capabilities and providing insights into the disruptive technologies that are reshaping today’s global retail landscape. Weinswig was named one of the Top 50 Retail Influencers by Vend in both 2016 and 2017 and received the Asia Retail Congress’s Retail Leadership Award in 2016.

Prior to leading FGRT, Weinswig served as Head of the Global Staples & Consumer Discretionary team at Citi Research. She was ranked as the #1 analyst by Institutional Investor for 10 years and was named one of the 36 Best Analysts on Wall Street by Business Insider in 2012.

Weinswig is a member of the Advisory Board of several accelerators, including Alchemist Accelerator (where she serves as Faculty Mentor), The Cage (a Hong Kong–based accelerator powered by The Lane Crawford Joyce Group), Entrepreneurs Roundtable Accelerator, Grand Central Tech, New York Fashion

Tech Lab, Plug and Play, Revtech Accelerator, Techstars, TrueStart (UK) and XRC Labs. She is involved in early-stage investing through the Hong Kong Business Angel Network (HKBAN) and Golden Seeds. Weinswig also serves as an advisor to companies such as Eventable, Fashwire, Kiabi, Nanopay, RetailNext, Rubin Singer and Smarterz.

In addition, Weinswig is a member of the board of a number of philanthropic organizations, including GoodXChange (where she is also Chief Research Officer), Soles4Souls and Street Soccer USA. She is an Executive Board Member of The Terry J. Lundgren Center for Retailing at the University of Arizona and an Advisory Board Member of the World Retail Congress. Weinswig also serves as an e-commerce expert for the International Council of Shopping Centers' (ICSC's) Research Task Force and was a founding member of the Oracle Retail Industry Strategy Council.

Weinswig is a Certified Public Accountant. She holds an MBA from the University of Chicago.

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### **ZIA DANIELL WIGDER, CHIEF GLOBAL CONTENT OFFICER, SHOPTALK**



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- *Areas of Expertise: Innovation in Retail and Ecommerce; Global Shopping Trends; Lessons US Companies Can Learn From Retail and Ecommerce Leaders Around the World*

Zia is the Chief Global Content Officer at Shoptalk, a new, large-scale conference that focuses on innovation in retail and ecommerce. The event includes a nearly even split between established retailers and brands, venture-backed startups and investors. Shoptalk is entering its third year in 2018 and will have 7,500+ attendees, including 700+ CEOs. Zia is in charge of developing the entire agenda for the event and identifying 300+ leaders at traditional retail brands and innovative startups to feature as speakers. At the event in 2018, approximately 25% of speakers will come from outside the US and there will be a particular international focus on innovation in Europe, Israel and China.

Zia joined Shoptalk in 2015 after spending over seven years as a Vice President and Research Director at Forrester Research where she oversaw the company's digital store and omnichannel commerce research. She also led Forrester's global ecommerce coverage with a focus on markets like Brazil and China.

Zia holds a BA from Dartmouth College and an MALD from The Fletcher School of Law and Diplomacy at Tufts University.

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### **MICHAEL A. ZAKKOUR, VICE PRESIDENT GLOBAL ECOMMERCE + CHINA CONSUMER PRACTICES, TOMPKINS INTERNATIONAL - AUTHOR OF WILEY BESTSELLER "CHINA'S SUPER CONSUMERS"**



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- *Areas of Expertise: China E-Commerce & Technology; Chinese Consumers; Cross Border eCommerce; “The New Retail”; Digital Globalization; China going global*

Michael Zakkour is Vice President, China Market & Global eCommerce practices at the global consulting firm Tompkins International and is the author of the Wiley international best-seller “China’s Super Consumers”.

Michael advises global brands, retailers and digital companies on their China and global eCommerce and digital transformation strategies, structure and implementation. Lecturer at: Columbia, Northwestern and Yale Universities, The China Institute, eCommerce, Retail and China focused conferences and events.

Michael is a thought leader on:

- The New Retail
- Alibaba’s Ecosystem and Platforms
- China & Global eCommerce and digital integration
- The Global China Consumer
- O2O (online to offline) Integration in Retail
- Marketing, Sales & Distribution in China

He has more than twenty years’ experience in international market strategy and implementation, primarily in China and Asia where he has assisted more than 400 multi-national, SME, public and private enterprises on their entry and growth strategies, including some of the biggest names in retail, consumer products, technology, food and beverage, entertainment, health care, fashion and luxury.

Michael’s experience in, and deep understanding of China’s business, consumer, technology, cultural, historical, and societal landscapes have made him a much sought-after advisor for companies, brands, investors, and governments engaging with China.

Prior to joining Tompkins International he was founder and managing director of China BrightStar, LLC, a leading China business strategy consulting firm and before that was Vice President of Beijing-Gongmei, a Beijing based conglomerate, where he founded one of the earliest China based consulting firms for foreign companies doing business in China.

Michael is also a contributing writer at FORBES and Beijing Review and appears regularly on the BBC, CGTN, and other global TV, radio, print and online media outlets to share his insights on China, global e-commerce, Chinese consumers, the New Retail, and Chinese technologies.

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**DR. DANIEL ZIPSER, SENIOR PARTNER, MCKINSEY & CO.**



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- *Areas of Expertise: State of Chinese Consumer, Consumer and Retail Trends in China*

Daniel Zipser is a Senior Partner in the Shanghai Office of McKinsey & Company and a leader of the Consumer Practice in Asia Pacific. He leads McKinsey's Consumer & Retail Practice in Greater China. He first joined McKinsey in 2001 and was a member of the German Office before transferring to Asia in 2007.

He graduated from the WHU – Otto Beisheim School of Management.