

KEY OPINION LEADERS

DANIELLE BAILEY, MANAGING VICE PRESIDENT, GARTNER



Email: Danielle.Bailey@gartner.com

Danielle Bailey is a Managing Vice President at Gartner where Ms. Bailey leads the APAC Sector. She manages the team responsible for assessing the digital strategies of more than 250 global brands in the APAC market, with a specific focus on China and Japan. She has developed a custom methodology for benchmarking digital performance that encompasses paid and earned media, e-commerce and search visibility, social media and brand-owned digital channels.

She advises the senior executives of leading global Beauty, Luxury (Fashion/Watches and Jewelry), Activewear and Consumer-Packaged Goods brands on optimizing their digital investments to achieve competitive advantage.

Danielle also 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.

KEVIN CARTER, CHIEF INVESTMENT OFFICER AND FOUNDER, EMQQ



Email: kcarter@emqqindex.com

Mr. Carter is the Founder of The Emerging Markets Internet & Ecommerce ETF (NYSE: EMQQ). He has been a featured speaker for Columbia Business School, Bloomberg, Guggenheim Partners, Morningstar and the CFA Society. Previously, Mr. Carter was the Founder & CEO of AlphaShares, an investment firm offering China focused ETFs in partnership with Guggenheim Partners. Mr. Carter was also the Founder & CEO of Active Index Advisors acquired by Natixis in 2005 and the Founder & CEO of eInvesting acquired by ETRADE in 2000. Mr. Carter received a degree in Economics from the University of Arizona and began his career in 1992 with Robertson Stephens & Co.

FRANK LAVIN, CEO & FOUNDER, EXPORT NOW



Email: frank@exportnow.com

Frank Lavin is the CEO and founder of Export Now, a U.S. firm that operates e-commerce stores in China for international brands. 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 Singapore from 2001-05, where he helped 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.

Lavin earned a B.S. from the School of Foreign Service (Georgetown); an M.S. in Chinese Language and History (Georgetown); an M.A. in International Relations and International Economics from the School of Advanced International Studies (Johns Hopkins); and an M.B.A. in Finance at the Wharton School (Pennsylvania).

He is a columnist for Forbes.com and has been published in The New York Times, The Washington Post, The Wall Street Journal, Foreign Affairs, Foreign Policy, and other periodicals.

Lavin is the co-author of “Export Now,” (Wiley) on market entry strategies. He also authored a World War II history book, “Home Front to Battlefront” (Ohio University Press).

HENDRIK LAUBSCHER, CEO AND CHIEF ANALYST, BLUE CAPE VENTURES



Email: hendrik@haimrich.com

Hendrik Laubscher is the CEO and Chief Analyst at Blue Cape Ventures, a boutique consultancy. Hendrik has a decade's worth of e-commerce experience in emerging markets and worked for some of the largest e-commerce businesses in Africa. Hendrik curates a must-read newsletter for e-commerce executives and investors, Blue Cape Ventures offers strategic and consulting services to startups and e-commerce investors (venture, PE and hedge funds) related to e-commerce, marketplaces, and cross-border e-commerce.

DAVID ROTH, CEO, THE STORE – WPP EMEA



Email: david.roth@wpp.com

David Roth CEO, The Store – WPP Europe, Middle East, Africa & Asia Chairman BrandZ and BAV Group David started his career at the House of Commons working for a member of the UK Parliament. He swapped politics for the cut and thrust of advertising. Joining Bates Dorland, he became main board director for strategy and Managing Director of the consulting and digital divisions and CEO of the worldwide retail and technology centre of excellence. David joined Kingfisher's B&Q plc, one of Europe's largest retailers sitting on the main board of directors as UK and International Marketing Director. David was on the management team that led B&Q's international expansion to Eastern Europe and Asia including China where he lived in Shanghai for a while. David is now at WPP as the CEO of The Store, EMEA and Asia, the WPP Global Retail Practice and Chairman of BrandZ and BAV Group. David leads WPP BrandZ, the world's largest brand equity study. David is an acknowledged expert in Branding and Consumer change in China. He is a leading authority on digital and Artificial Intelligence in retail. David has authored a number of books and studies, including "A History of Retail in 100 Objects"; "The Third Era of Digital Retailing"; "Smart Shopping – How Artificial Intelligence is transforming the retail conversation"; "Retailing to the customer of one. How mass customization and IoT makes the personal possible and profitable"; "The Thoughts of Chairmen Now: Wisdom and Insights from China's Business Leaders and Entrepreneurs"; "The China Dream"; "Brand Stories" celebrating the enduring power of iconic brands and his latest book "LOOK - A Book of Changes" a pictorial reflection of China over the past 10 years. David is the creator and narrator of a documentary film on Alibaba "Open Sesame - the Birth and Rise of Alibaba" He broadcasts and lectures around the world including BBC, CCTV China, CNBC, Davos The World Economic Forum, Yale, CKGSB and Cambridge Universities. David is a former non-executive director of the NGO, "TFT", an organization dedicated to sustainable production. He is Chairman of the Centre for International Business and Management (CIBAM) where Academics, Business and Policy Makers meet with activities taking place at Queens' College, University of Cambridge. He is a board member of China-Britain Business Council.

DEBORAH WEINSWIG, CEO & FOUNDER, CORESIGHT RESEARCH



Email: deborahweinswig@coresight.com

Deborah Weinswig is CEO and Founder of Coresight Research, a research and advisory firm specializing in disruptive technologies reshaping today's retail landscape. Coresight Research has a global presence spanning the US, Europe and Asia, including deep expertise in the fast-changing China market.

Weinswig serves on the board of directors for Goodwill Industries NY/NJ, GUESS?, Inc., Kiabi, Street Soccer USA and Xcel Brands, Inc. She is on the advisory board of the World Retail Congress and Retail Analytics Council and a mentor for several accelerators.

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

MICHAEL ZAKKOUR, FOUNDER AND CHIEF STRATEGIST, 5 NEW DIGITAL



Email: michael@5newdigital.com

Founder of **5 NEW DIGITAL**, a digital commerce company focused on Digital Commerce/New Retail/Unified Commerce for Global Brands, and **CHINA BRIGHTSTAR**, a consultancy focused on China/APA market, consumer and digital strategy. Partner at **PROXIMIS** – The Unified Commerce Magic Shopping Cart company. Author of “**New Retail: Born in China, Going Global** – **How China’s Tech Giants are Changing Global Commerce**” and “**China’s Super Consumers.**”

Michael advises global brands, retailers, consumer product and technology companies on: digital and eCommerce, the New Retail; consumer centricity; China/APAC retail, consumer and digital strategy; global eCommerce and digital transformation strategies, structures and implementation; direct to consumer commerce; consumer focused supply chains and logistics.

Michael 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.

Prior to moving to Asia, Michael was an internet technology and eCommerce pioneer having worked on the front lines building Web 1.0 and early eCommerce from 1993 to 2001 and has stayed in the digital commerce and consumer realm ever since.

DANIEL ZIPSER, SENIOR PARTNER, MCKINSEY



Email: daniel_zipser@mckinsey.com

Daniel leads our Consumer Packaged Goods and Retail Practices in Greater China. He works with local Chinese leaders to transform their businesses by driving profitable growth in China and delivering successful global expansion. He also works with some of the world's largest consumer companies to drive their performance in China and elsewhere in Asia.

Daniel began his McKinsey career in the Frankfurt Office in 2001 and transferred to the Shanghai office in 2007. He led the Sales & Marketing Practice in Greater China between 2010 and 2015 before assuming leadership of the Consumer Packaged Goods and Retail Practices, also in Greater China, in 2016.

Daniel works with a broad set of consumer companies spanning beauty, food, beverages, beer, spirits, fashion, apparel, and automotive. His primary focus remains sales and marketing, but his client work often spans broader, more holistic topics including organization, corporate finance, and operations.