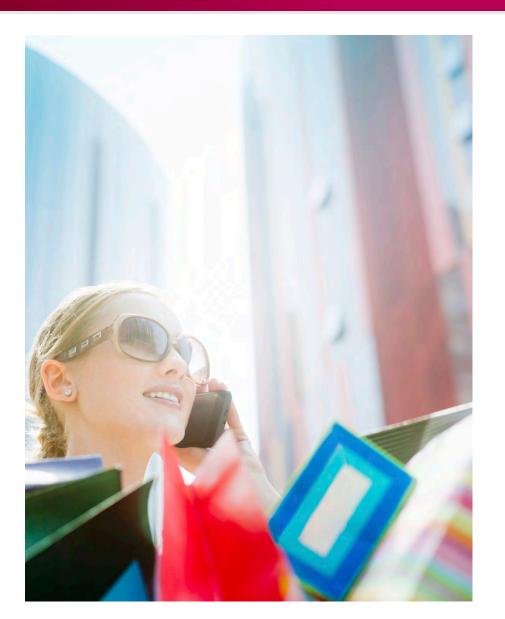
*Retail*experience

EDITORIAL MISSION



Help retailers differentiate on experience (rather than price) and gain competitive advantage through holistic understanding of consumers and how they want to shop.

RetailCustomerExperience.com reports on news, events, trends and people in the retail customer experience industry; we cover a broad array of relevant topics including:

- Retail technology
- Consumer behavior & service
- Digital merchandising & signage
- Merchandising & display
- Employee training
- In-store media
- Kiosks & self service
- Loyalty programs
- Marketing
- Multichannel & online retailing
- Point-of-purchase
- Social media
- Store layout & design, and much more.



EDITORIAL TEAM

EDITOR



Judy Mottl is an experienced editor, reporter and blogger who has

worked for top media including AOL, InformationWeek and InternetNews. She's written everything from breaking news to in-depth trends.

JUDY MOTTL



CONTRIBUTOR NETWORK

- Retail Prophet | Doug Stephens, Consultant
- Pricing Guru | Dale Furtwengler, Pricing for Profit
- College of the Customer | Micah Solomon, Consultant
- Customer Experience Management | Gary Edwards, Empathica
- Who's Minding the Store | Jeff Weidauer, Vestcom
- Public Relations & Marketing Strategies | Lisa Biank Fasig, JZMcBride and Associates
- The Loyalty Leap | Bryan Pearson, LoyaltyOne
- Results Count | Chris Peterson, Integrated Marketing Solutions
- The Retail Contrarian | Doug Fleener, Dynamic Experiences Group
- Customer Experience Investigator | Jeannie Walters, 360Connext
- Multicultural Marketing | Arturo Nava, Marketealo
- PCI Compliance & Network Security | Brad Cyprus, Vendorsafe
- The Retail Doctor | Bob Phibbs, Consultant
- Marketing to Gen Y | Jeff Fromm, Barkley
- Customer Bliss | Jeanne Bliss, CustomerBliss.com
- Beyond Philosophy | Colin Shaw, Beyond Philosophy
- Selling in the Real World | Harvey Mackay, Consultant
- Communications & CE | William Cusick, Customerperspectives
- Metrics | Kimberly Nasief, Measure Consumer Perspectives
- Insight-Driven Marketing | Annamaria Turano, MCAworks
- The Apple Experience | Carmine Gallo, Gallo Communications Group
- Customer Insight and Strategy | Sheridan Orr, Interrobang!
- Get to the Heart of Customer Service | Peggy Carlaw, Impact Learning Systems
- Tenser's Tirades | James Tenser, Consultant
- Mobile POS | John Kenney, Stella Nova
- Customer Experience Architect | Mike Wittenstein, Consultant
- Users, Not Customers | Aaron Shapiro, HUGE
- Marketing & Brand Communication | Jim Joseph, Lippe Taylor Brand Communications
- Loyalty | Phaedra Hise, COLLOQUY
- Too Big to Care About Customer Service | Harry Friedman, The Freidman Group
- Media Networks: Practices & Strategy | Paul Flanigan, Pro-Motion Technology Group
- The Store Channel | Mark Murray, Consultant
- Increase Sales | Laurel Tielis, Consultant
- Loyalty Insights | Sharon Goldman, COLLOQUY
- Retail Helper | Lynn Switanowski, Creative Business Consulting Group
- Retail 411 | Ron Bowers, Frank Mayer & Associates
- Retailgeek | Jason Goldberg, CrossView
- Customer-Focused Retail Marketing | Susie Pecuch, Consultant