Shop.Org 2012 Keynote Moderator: Kara Swisher, Co-Executive Editor, AllThingsD.com,
Keynote Panel: Mike Golden, President and Founder, ShopRunner
Sameer Samat, VP Product Management, Google
Mike Fox, Director of Vertical Marketing, Facebook
“Retail to the Power of Digital”
Wednesday, 09/12/2012 11:00a -12:00p

Bios:
Kara Swisher started covering digital issues for The Wall Street Journal’s San Francisco bureau in 1997. Her column BoomTown originally appeared on the front page of the Marketplace section and also online at WSJ.com. Previously, Ms. Swisher covered breaking news about the Web’s major players and Internet policy issues and also wrote feature articles on technology for the paper. She has also written a weekly column for the Personal Journal on home gadget issues called Home Economics. With Walt Mossberg, she currently co-produces and co-hosts D: All Things Digital, a major high-tech conference with interviewees such as Bill Gates, Steve Jobs and many other leading players in the tech and media industries. The gathering is considered one of the leading conferences focused on the convergence of tech and media industries. Previously, Ms. Swisher worked as a reporter at the Washington Post. She is also the author of “aol.com: How Steve Case Beat Bill Gates, Nailed the Netheads and Made Millions in the War for the Web,” published by Times Business Books in July 1998. The sequel, “There Must Be a Pony in Here Somewhere: The AOL Time Warner Debacle and the Quest for a Digital Future,” was published in the fall of 2003 by Crown Business Books. She is a graduate of Georgetown University and the Columbia University Graduate School of Journalism.

Mike Fox has been with Facebook since 2009 and is the Director of Global Vertical Marketing. His team is charged with developing category-level marketing strategies that work around the globe and across every size marketer. Prior to this role, Mike headed up the North American Customer Marketing Team, where he partnered with key clients to build comprehensive strategies on the Facebook platform, specifically in Retail. Mike began his career as an Account Planner working in Advertising on clients like Range Rover, Land Rover, and William Grant Distillers. Moving into the client side of the business, he became a Marketing Manager at Sony Electronics where he relaunched the Walkman brand and managed multiple high-value consumer segments. Following his tenure at Sony, he became Director of Marketing for the Snapple Beverage Group, overseeing advertising, promotions, new flavor development, package design, and consumer/trade/channel strategies for the Snapple and Diet Snapple brands. Prior to joining Facebook, Mike was Vice President of Strategic Integration at CNN, managing a team that developed multi-platform advertiser sponsorships across CNN, Turner Broadcasting, and Time Inc properties. Mike is based in the Menlo Park Headquarters and is a graduate of Syracuse University with a BA in Sociology.

Mike Golden is the President and Founder of ShopRunner. Michael is on the Board of Directors of Pet360, Swirl Networks and was the Chairman of Complex Media from December of 2007 until January of 2010. Previously, Golden led Home Decor Products as President and CEO from July 2002 - December 2007. Before joining Home Decor Products, Golden was the Co-Founder and Chief Operating Officer of GSI Commerce. Prior to GSI, Golden served as Executive Vice-President of Corporate Development and Managing Director of the New York Office of Organic Online, Inc. (now a part of Omnicom) and was the founder and President of Organic Media, Inc. Golden also Co-founded Iguana Studios Inc. and was Chairman until the eventual sale of the company to Change Technology Partners. Golden received a Bachelor's of Arts degree in Politics, Philosophy and Economics from the University of Pittsburgh where he was elected Phi Beta Kappa. After attending Villanova University School of Law, Michael received a Juris Doctorate and is a member of the Pennsylvania Bar.
Sameer is VP of Product Management for Google Shopping. In this role he is responsible for the new Google Shopping experience on Google as well as products to help retailers improve their online store experience, such as Google Trusted Stores and Google Commerce Search. Prior to joining Google, Sameer founded two search and text mining companies which were both acquired by public firms. Sameer also served as executive vice president of Products at Kofax, a publicly traded software company in the content management space. Sameer holds a bachelor’s degree in computer science from University of California, San Diego and is a graduate of the Harvard Business School.

Keynote Panel Highlights:

- **Facebook**
  - Loyalty is important for Facebook
  - Fab, Pinterest – we would like to see how those will converge together
  - 2 ways retailers can use Facebook:
    - Discovery via news feeds: you start to find stuff, and this where people will find new products
    - With profile, Facebook knows who you are, what you like, what your friends interests are.
      - This identity follows you around and makes it possible for better customer experience.
  - You need to build the relationship first with your customers before you can have meaningful Facebook app that can nurture the loyalty.
    - Get people that love your brand or retail to tell stories to friends.
  - Acceleration in mobile is important and we are at the tipping point now.
    - Getting info into the feed is the mobile experience with Facebook
  - Is Facebook getting into retail space via DropShip?
    - Facebook has no immediate plan with recent acquisition of Karma

- **Google**
  - Ecosystem
    - Amazon works: locks their customers under one ecosystem
  - Google identity is important to deliver better experience but knowledge about the customer is key
  - Data sharing with partners is key
    - We are in a better position compared to Amazon because we don’t compete in retail especially in physical goods.
  - In mobile, there are still problems in discovery (finding the app) and attribution (conversion assignment)

- **Shoprunner**
  - Owning relationship with customer, owning knowledge about customer is important.
  - The big players such as Amazon have so much advantage in this space.
  - Loyalty across the channel is important.
  - Retail has to find a way to resolve the challenge of how to make the mobile channel relevant.
    - It is easier for Amazon to do this because they already have established deep relationships with its customer base.
  - Retail has to select the right partner especially when they have to compete with big players that have a lot of data about customers.
• Overhyped?
  o Big data
    ▪ But under used

• Underhyped?
  o Getting information about your customers and using that to build the relationship
    ▪ Mobile optimized
    ▪ Good search