

Carol Spieckerman

Retail thought leader, speaker, trainer and advisor

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Topics

- Branding / Marketing
- Business
- Business Growth / Strategy / Trends
- Communication
- Consumer Trends
- Leadership
- Moderator / Facilitator
- Retail and Consumerism
- Thought Leader



About Carol Spieckerman

Carol Spieckerman is an internationally-recognized authority on retail, brand marketing and B2B strategy. Carol's proprietary [Retail TrajectoriesSM](#) and five-point positioning methodology cut across categories, retail formats, channels, and business models and form the framework for her presentations, training and consulting work.

Since 2001, she has worked with leading global brand marketers, agencies, developers, licensing, and technology companies to successfully navigate retail "from now to next." Carol's specializes in leveraging her clients' existing brand, product and service assets to position them for high-volume success in a wide variety of consumer products categories including fashion, technology, grocery, and entertainment/media. The scalable tools and tactics Carol shares during her trainings and presentations are designed to immediately accelerate corporate repositioning, marketing, and business development processes.

Carol is an author and [sought-after contributor](#) to global retail and business media including *Reuters*, *The Wall Street Journal*, *Forbes*, *Women's Wear Daily*, *The Licensing Book*, *Kidscreen*, *Private Label Buyer*, *Retail Wire*, *TWICE*, and *Dealerscope*. Her [blog](#) is considered to be a "must-read" by retail leaders and brand executives. Carol is active in social media, and her insights may be found on [Twitter @retailxpert](#) and on [Retail Wire](#), where she serves as an [expert panelist](#).

As a speaker, Carol has keynoted events in Colombia, Berlin, Rio, London, Hong Kong, Mexico City and across the United States and Canada. Her speaking credits include ACEI's Investigación de Mercados, Walmart Technology Summit, Consumer Electronics Show, Global Imaging Expo, Engage Digital Expo International, International Licensing Expo, World Alliance for Retail Excellence and Standards conference, Outdoor Retailer Expo, LIMA Licensing University, Specialty Graphics Imagers Business Development Conference, LIMA Retail and Brand Symposium and more.

In addition to her speaking, Carol conducts one-day retail and B2B positioning training and consulting workshops around the world which include an immersive overview of her five-point positioning and business development methodology. All workshops include personal and private presentation, training and coaching, with a focus on optimizing corporate positioning and accelerating business development.

Select Keynotes

- **Perfecting Your Pitch: New Rules for Retail Differentiation**

Ready for some great news? Retailers no longer think they can do everything themselves. As they make unprecedented investments in technology, digital forays and supply chain upgrades, they've never been more open to partnering with great companies that can help them maximize their assets (particularly in store). The challenge is that your old pitch playbook won't work with the powerful new decision-makers and influencers who will decide your retail destiny. They want something more from you! Retail positioning expert Carol Spieckerman will reveal the five action steps that are driving multi-million-dollar retail success for her brand marketing, agency, solution-provider and technology clients across multiple channels, categories and touch points. Get ready to future-proof your strategy and win high-volume retail programs!

- **Bricks Have New Tricks: The Digital Rethinking of Physical Retail**

Have you heard that retail stores are a thing of the past? Think again! In the future, retailers' physical assets will drive their digital aspirations and that spells fresh opportunities, but only for those who are driving seamless clicks-to-bricks synergy. In this insight-filled presentation, retail

authority Carol Spieckerman will share the new thinking behind retailers' multi-format expansions and ongoing pushes into services even as they shutter locations. You'll learn why category and channel-blurring will be game-changers and get the inside scoop on the new role of the retail store.

- **New Rules for the Retail Revolution**

New Rules for the Retail Revolution

Select Articles

- [Four Shifts Shaping Retail Data](#)

A synopsis of Carol Spieckerman's talking points from her podcast interview at the IBM Insights conference.

- [Buy, Build or Bridge? Retail's Cutting-Edge Conundrum](#)

Carol Spieckerman shares why retailers are putting their insular pasts behind them. No two will take the same path to pumping up their platforms.

- [Walmart's Investment in the Long Game](#)

Carol Spieckerman's between-the-lines take on ways that Walmart is investing in short and long-term success.