



Hot Topic Session Abstract
Annual Executive Business Forum
June 4 - 6, 2018

Session title:

Strategies for Leveraging e-commerce for Growth and Profitability

Presenter:

Neil Ackerman, Senior Director Global Advanced Planning and Innovation, Johnson and Johnson

Session description:

The presentation will focus on the drivers of e-commerce growth and how these apply to your brands and business. In this session, Neil Ackerman will talk about his experience at Amazon, the e-commerce Flywheel, and the importance of the customer experience.

In this session you will gain the secrets of...

- Using the pillars of e-commerce as a guidepost for successful planning and execution
- How the experience of the world's largest internet retailer can yield valuable lessons for firms a fraction the size
- Succeeding by placing the customer ahead of everything else