

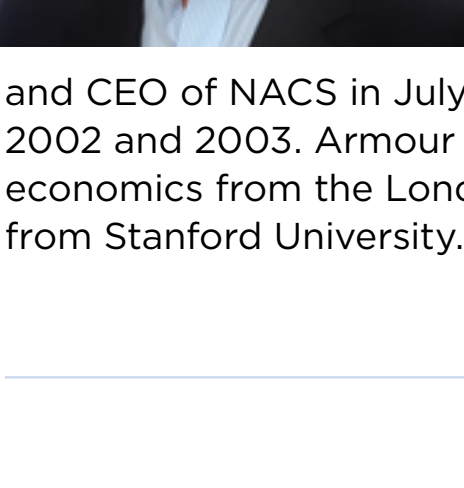
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HENRY ARMOUR

President and CEO, NACS



Henry Armour is the president and CEO of NACS. He grew up working in his family's retail businesses, Armour Oil Company, rising to the position of vice president and COO in 1977. In 1980, he joined The Standard Oil Company of Ohio, where he served as manager of development strategies. He later founded West Star Corporation, which grew to include 59 NOW! convenience stores, truck stops and quick-service restaurants in the Pacific Northwest until he sold the company in 2004. In 1988, Armour founded Epoch Corporation, which operated retail enterprises in California. He became president

and CEO of NACS in July 2005, having also served as the association's chairman in 2002 and 2003. Armour earned a B.A. in economics from Stanford University, an MSc in economics from the London School of Economics and an MBA and Ph.D. in economics from Stanford University.

DAVID BELL

Founder, Idea Farm Ventures



David is referred to as the "guru of the DTC movement" by Inc. Magazine and the "man who kick started the direct brand economy" by IAB. He is co-founder and president at Idea Farm Ventures (IFV), a permanent capital consumer and retail investment holding company based in New York. IFV invests thematically and early in new consumer and retail brands, with a focus on "better-for-you, better-for-the-planet" alternatives. David was also an early investor in several iconic new economy brands including Diapers.com (acquired by Amazon for \$545 million), Jet.com (acquired by Walmart for \$3.3 billion), Bonobos (acquired by Walmart for \$310 million), Burrow (private) Cotopaxi, (private), Harry's (private), and Warby Parker (WRBY) among many others.

Prior to IFV, David had a 20-year academic career at the Wharton School where he was a chaired professor, an award-winning teacher and researcher, and the originator of the school's first courses focused on digital marketing and e-commerce for MBAs and undergraduates. For his research, David received the Frank M. Bass Outstanding Dissertation Award, First Place Award for the Production and Operations Management Society Applied Research Challenge, Workshop in Information Systems and Economics Overall Best Paper Award, three John D.C. Little Best Paper Finalist Awards, two Institute for Operations Research and Management Science Long Term Impact Finalist Awards and two Manufacturing and Service Operations Management Best Paper Finalist Awards, among others. His *MIT Sloan Management Review* articles "How to Win in an Omnichannel World" and "The Store is Dead—Long Live the Store" are bestsellers at Harvard Business School Publishing.

David speaks globally on digital marketing and e-commerce for clients including Alibaba, Google, Haier, Mastercard, Nike and Ralph Lauren. His first book, *Location Is (Still) Everything: The Surprising Influence of the Real World on How We Search, Shop, and Sell in the Virtual One*, provides a framework for how to win in the digital economy.

SHELLY GIBSON

Chief Legal And People Officer, Thorntons

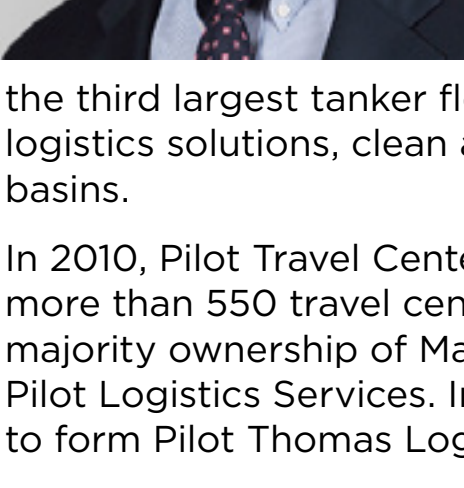


Shelly S. Gibson is chief legal and people officer for Thorntons LLC, which operates over 200 gasoline and convenience stores and travel plazas in six states, with its own fuel transportation and bakery subsidiaries. She has been in the chief legal officer role since January 2014, having spent the prior six years as associate general counsel at Thorntons. In April 2019, Gibson was given the added role of overseeing human resources, with the additional title of chief people officer—blending her legal expertise, business knowledge, and care and concern for her fellow team members to help make Thorntons a favorite place to work.

She currently serves as executive vice president and is on the board of directors for Champ Cares, a team member assistance fund at Thorntons. She also serves on the board of directors for the Kentucky Retail Federation and the Center for Women & Families, a sexual assault crisis and domestic violence center that serves victims and survivors in the greater Louisville area and Southern Indiana.

JIMMY HASLAM

Chairman, Pilot Company



James A. "Jimmy" Haslam III serves as Pilot Company's chairman of the board. Headquartered in Knoxville, Tennessee and founded in 1958, Pilot Company is the 10th largest privately held company in the United States.

Previously serving as chief executive officer for 25 years, Jimmy propelled Pilot Company to become one of the leading suppliers of fuel and the largest operator of travel centers in North America. Today, the company has grown to supply more than 11 billion gallons of fuel per year and has an industry-leading network of more than 1,000 fueling locations. With the third largest tanker fleet in North America, Pilot Company also provides end-to-end logistics solutions, clean and crude hauling and water disposal in the nation's busiest basins.

In 2010, Pilot Travel Centers LLC joined with Flying J Inc. to form a combined network of more than 550 travel centers. In 2012, Pilot Flying J acquired Western Petroleum and the majority ownership of Maxum Petroleum and in 2013 formed Maxum Enterprises LLC, dba Pilot Logistics Services. In 2014, Pilot Logistics Services merged with Thomas Petroleum to form Pilot Thomas Logistics.

In 2017, Berkshire Hathaway made a significant minority investment in Pilot Company.

Jimmy's civic involvement includes service on the board of directors of Anderson Media Corporation and the American Federation for Children (AFC). He also has served on the boards of the United Way of Greater Knoxville, Lakeshore Park in Knoxville and the National Association of Truck Stop Operators (NATSO).

In 2006, he served as Tennessee statewide campaign chair for U.S. Sen. Bob Corker, and in 2010 he served as statewide finance chairman for Tennessee Gov. Bill Haslam, his brother.

Jimmy was inducted into the Junior Achievement of East Tennessee Business Hall of Fame in 2007, and in 2010, he was named a recipient of the Ernst & Young Entrepreneur of the Year award for the Southeast region. He received the Distinguished Alumni Award in 2011 from the UT College of Business Administration, now called the Haslam College of Business in honor of his father.

Jimmy became a part owner of the Pittsburgh Steelers in 2008, marking the first time ownership of the franchise expanded beyond the Rooney and McGinley families. In October 2012, Jimmy sold his interest in the Steelers and acquired primary ownership of the Cleveland Browns.

SETH KAMEN

Vice President of Talent Management, EG America

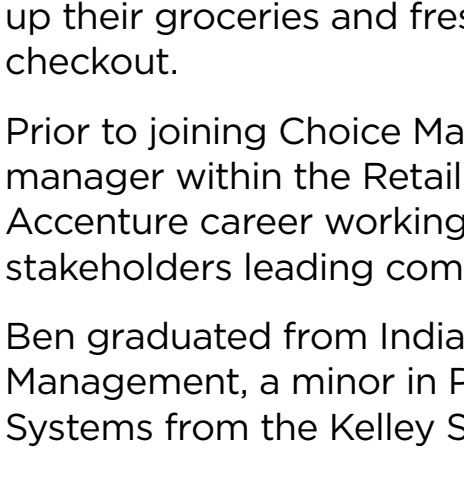


Seth Kamen serves as the vice president of talent management for EG America, a chain of over 1,700 convenience stores and quick-service restaurants in 31 U.S. states. He joined Cumberland Farms in June 2019, which became part of the EG America family in October of 2019.

Seth leads talent acquisition, training, leadership development, succession planning and team member engagement. Prior to this, Seth served in a variety of talent management roles at CVS Health and also spent 12 years in HR consulting for U.S. and international companies across verticals.

BEN KIPFER

Chief Operating Officer, Choice Market



Ben Kipfer is an innovative operations and technology leader in the retail industry with over a decade of experience and has been the Chief Operating Officer at Choice Market for over a year. Ben oversees all store operations and technology initiatives at the disruptive convenience store. Choice Market, based in Denver, CO, is a progressive omnichannel retailer that combines fresh quality food from local vendors with a leading-edge digital customer experience. Choice recently opened a flagship market in Denver's Golden Triangle neighborhood which features the brand's Choice: NOW frictionless shopping experience. This convenient customer journey is powered by

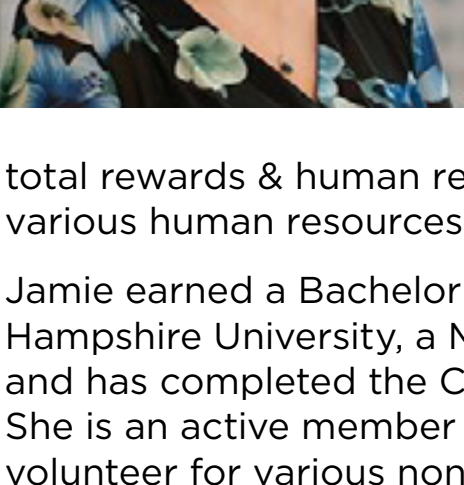
AI/vision systems and allows customers to scan The Choice Mobile app upon entry, pick up their groceries and freshly prepared meals and exit the market without a traditional checkout.

Prior to joining Choice Market in January 2021, Ben spent 11 years at Accenture as a senior manager within the Retail Technology Strategy and Advisory practice. Erin most of his Accenture career working with a large pharmacy and large grocery retailer's IT and business stakeholders leading complex transformation programs.

Ben graduated from Indiana University with a major in International Business and Management, a minor in Political Science, and went on to receive his Masters in Information Systems from the Kelley School of Business.

JAMIE LANDIS

VP, Team Member Experience, Pilot Company



Jamie Landis joined Pilot Company in June 2021, as the senior director of human resources strategy and operations before being promoted to her current role. In addition to driving overall human resources strategy, Jamie leads the HR technology, people analytics and shared services functions in the pursuit of a better team member experience.

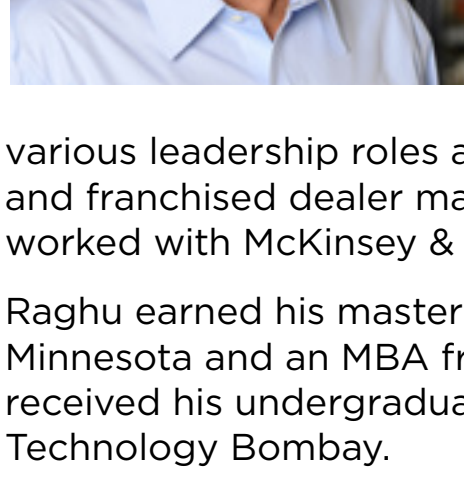
Prior to Pilot Company, Jamie served as vice president of human resources, total rewards and organizational effectiveness for Delaware North, where she oversaw compensation, benefits, D&I, internal communications and employee relations. She has also served as the director of

total rewards & human resources operations for Hard Rock Hotel & Casinos and has held various human resources leadership roles with Dick's Sporting Goods.

Jamie earned a Bachelor of Science in Business Administration from Southern New Hampshire University, a Master of Business Administration from the University of Illinois, and has completed the Cornell University ILR School Strategic HR Leadership program. She is an active member of the WNY Women's Foundation and a regular HR consultant volunteer for various nonprofits.

RAGHU MAHADEVAN

Chief Digital Officer, 7-Eleven



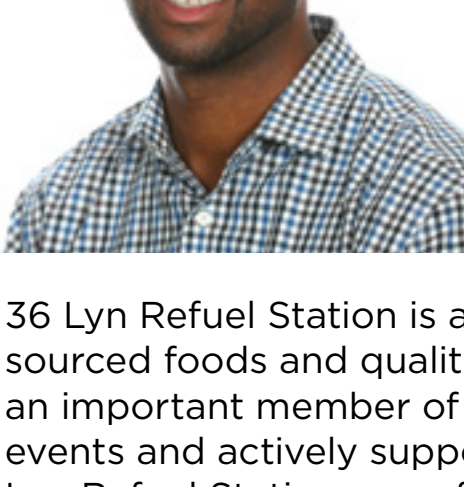
Raghu is the chief digital officer for 7-Eleven Inc. He leads all aspects of digital innovation and implementation for the company and is responsible for creating the digital ecosystem for 7-Eleven customers, stores, franchisees and vendor partners, including customer product (7-Eleven app and 7Rewards loyalty program), 7NOW delivery business, enterprise product and store systems, digital strategy, design and R&D.

Raghu has more than 18 years of experience in digital product management, business analysis, marketing, operations and risk management. Prior to joining 7-Eleven, he served in various leadership roles at Capital One, most recently as the head of refinancing business and franchised dealer marketing experience for auto finance. Prior to Capital One, he worked with McKinsey & Company.

Raghu earned his master's degree in Mechanical Engineering from the University of Minnesota and an MBA from the University of Chicago Booth School of Business. He received his undergraduate degree in Mechanical Engineering from the Indian Institute of Technology Bombay.

LONNIE MCQUIRTER

Owner and Director of Operations, 36 Lyn Refuel Station,



Lonnie has worked at 36 Lyn Refuel Station since June 2005 with key responsibilities being long-term strategy and ensuring a high level of performance within the organization. Lonnie has been a member of NACS since 2008 and served as the 2018 chairman of the Minnesota Retailer's Association. 36 Lyn Refuel Station is a member of the National Retail Federation and is also a three-time Inc. 5000 honoree and one-time MSPBJ Fast50 honoree. Lonnie serves on the Southwest Business (Minneapolis) Association Board and was honored as the Volunteer of the Year for the Lyndale Neighborhood Association.

36 Lyn Refuel Station is a Minneapolis-based independent retailer specializing in locally sourced foods and quality products. The convenience store is passionate about being an important member of its local community by organizing various neighborhood events and actively supporting community organizations. Over the past 13 years, 36 Lyn Refuel Station grew from a small, neighborhood convenience store into a mid-sized retailer without compromising the quality of products or customer service it provides. The store believes that its personalized approach is key to its success and is constantly on the lookout for newer and better ways to make its customers' shopping experience more positive, pleasant and rewarding. 36 Lyn Refuel Station has been a three-time *Inc. Magazine* Inc. 5000 awardee and holds the world record for most electric vehicles charged at a single location over a 24-hour period (2014).

Lonnie graduated from Western Governors University with a degree in accounting. Lonnie is also a NACS National Leadership Program graduate.

ERIN PRESSLEY, CAE

Vice President of Education and Media, NACS



Erin serves as vice president of education and media at NACS. She leads the NACS Media Group, both content and advertising, as well as the Education Team, which generates and produces content for the association's events such as the NACS Show, Leadership Forum and HR Forum, as well as five executive education programs. She also leads the NACS HR Executive Circle, an invitation-only group of HR leaders from the largest c-store retailers. Prior to NACS, Erin was managing editor of *The American Prospect*, a monthly political magazine.

Erin is a current board member for Professionals for Association Revenue, past board member of the Washington Women's Leadership Initiative and past board president for Association Media & Publishing.

Erin has an M.A. in English from George Mason University and a B.A. in English from the University of Mary Washington. She's graduated from various NACS executive education programs at Yale, Kellogg (MIT/Wharton), Wharton (Univ. of Pennsylvania) and Cornell.

ALEX RODRIGUEZ

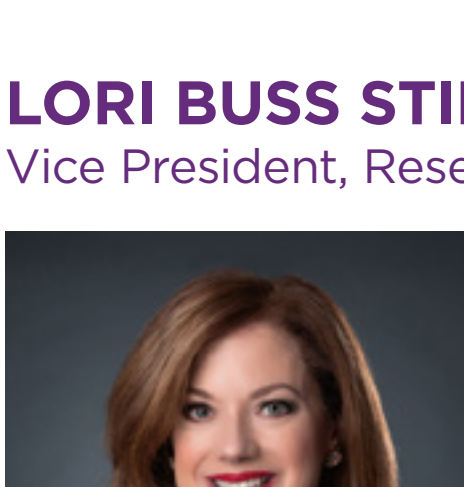
Partner, McKinsey & Company



Alex is a partner in McKinsey's Miami office and a leader in McKinsey's retail practice globally, where he focuses on transforming retail operations. Alex has deep expertise in front line enablement and capability building, customer experience, change management and labor productivity. Alex leads all of McKinsey's customer experience work, research, and practitioners in North America. He serves retail clients across formats, especially small format stores, to reimagine the customer and employee experience, reengineer operations, and design and test operating model transformations.

LORI BUSS STILLMAN

Vice President, Research, NACS



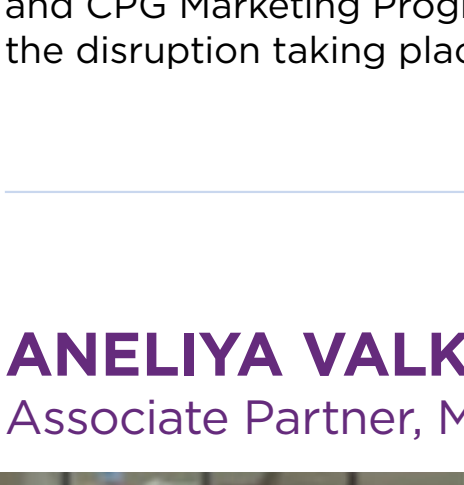
Lori Buss Stillman is the vice president, research for NACS. Lori, who joined NACS in 2019, leads the association's industry-leading research portfolio, which includes the NACS State of the Industry suite of products and events, Convenience Voices, which provides moment-of-truth insights into shopping behavior, monthly data insights from the CSX database and other research and insights programs critical to the convenience and fuel retail industry.

Stillman has a deep background in data analytics, decision support, business development and consulting. Most recently, she served as executive vice president of analytics, insights and business intelligence for Advantage Solutions. She also has served as senior vice president of new client acquisition for Information Resources Inc., vice president of marketing and business development for WEBCC General Partnership, and senior vice president of strategic business development for Nielsen.

Stillman earned a B.A. in business communications from Maryville University. She is active in the advancement of our industry, holding board-level positions with the NACS/Coca-Cola Retailing Research Council, Connexus and the Western Michigan University Food and CPG Marketing Program Industry Advisory Board. She is also a frequent speaker on the disruption taking place across the retail landscape.

ANELIYA VALKOVA

Associate Partner, McKinsey & Company



Annie Valkova is an associate partner in the Chicago office at McKinsey and Company, where she focuses on serving retail clients on front-line operations and labor topics. Specifically, she has deep expertise in labor productivity, process optimization, front-line capability building and employee recruiting and engagement. Annie's recent research focuses on the current labor environment and automation opportunities in retail settings. She also has experience working in all retail formats over the past 10 years, especially small format stores, including convenience, drug and fuel retail.

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