



## NAVEEN SESHADRI, GLOBAL CHIEF DIGITAL OFFICER

Naveen Seshadri serves as the Global Chief Digital Officer, Foot Locker, Inc. where he oversees digital product management, digital marketing, UX and design, membership and loyalty and market research. Prior to joining Foot Locker, Naveen served as the Vice President of Digital Commerce and Experience at BJ's Wholesale Club, where he led the entire E-Commerce portfolio and P&L for the \$13B warehouse retailer in Massachusetts. He too has served as the Chief Operating Officer at Lonely Planet, the world-renowned travel brand, and as a leading digital executive at Sears Holding. Naveen holds a BA Bachelor's in Literature & Journalism from Loyola University in Chennai, India and an MBA in Strategy, Entrepreneurship and Behavioral Economics from Duke University's -Fuqua School of Business. He is based out of Foot Locker, Inc.'s headquartered offices in New York City.



Foot Locker, Inc. leads the celebration of sneaker and youth culture around the globe through a portfolio of brands including Foot Locker, Kids Foot Locker, Champs Sports, Eastbay, atmos, WSS, Footaction, and Sidestep. With approximately 3,000 retail stores in 28 countries across North America, Europe, Asia, Australia and New Zealand, as well as websites and mobile apps, the Company's purpose is to inspire and empower youth culture around the world, by fueling a shared passion for self-expression and creating unrivaled experiences at the heart of the global sneaker community. Foot Locker, Inc. has its corporate headquarters in New York.

## DEPARTMENT BREAKDOWN

### WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

- Drive the CX Roadmap forward
- Build More Personalization in the Digital / Omni spectrum
- Streamline Digital Operations
- Accelerate the Loyalty Program

### WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Hybris/SAP Cloud for MKG ECOM and CX

### HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

150 / 100

### WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

500 million

### NUMBER OF STORES

3000+

## PROJECT INSIGHTS

### PROJECT OR INITIATIVE DESCRIPTION

- Drive the CX Roadmap forward:
- Build More Personalization in the Digital / Omni spectrum
- Streamline Digital Operations
- Accelerate a rich new loyalty program and need to now focus on member acquisition and engagement, reward redemption, and revenue growth. We're also rolling out 3 more phases of enhancements over the next 2 years, so working toward the planning, development and rollout of those.

### WHAT ARE YOUR MAIN CHALLENGES?

- Speed
- Focus and Prioritization
- Competitive Marketplace

### WHAT 3RD PARTIES DO YOU WANT TO WORK WITH?

Vendors which help loyalty programs grow through partnerships or rewards exchange; marketing personalization tools that supplement existing martech (not replace it); payment solution providers that convert loyalty rewards to cash for payment at POS or via the app

### WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

Varies by project but 2022-2023

### WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$10MM



**What technology/services are of strategic importance to you in the next 12 months?**

**Please indicate level of need/importance below.**

**We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.**

Mobile Strategy, App Data And Insights	D
Custom Audience Creation And Data To Drive Personalization	B
Creating Mobile And Web Apps To Reach Customers And Service Enterprise Needs	E
People-Based Marketing	A
Transforming The Digital Customer Experience With An Omnichannel CMS	B
Universal Content Management That Provides Brands A Single Content Repository And Marketing Platform	E
Improving Digital Customer Experiences With AI Driven Insights	D
The Convergence Of AdTech And MarTech	A
Commerce And Loyalty Mobile Apps For Retailers	C
Omni-Channel Digital Experiences And Personalized Communications	C
Effectively Using Data And Technology To Create A Unified Strategy That Personalizes Our Customer's Experiences Across Digital And Retail Platforms	B
Digital Experience Strategy, Design And Implementation	E
Predictive Intelligence That Powers Cross-Channel Digital Marketing Campaigns	A
Creating A 360 View Of The Customer To Enable People Based Marketing Across All Channels	A
Improve Effectiveness & Efficiency Of Ad Spend & Customer Marketing To Drive Customer Acquisition With A Data Management Platform	A
Increasing Mobile Web And App Revenue	D
Future Of Search Marketing	A
Digital Asset Management	E
Creating Connected Search Marketing Campaigns Along The Entire Customer Journey	B
Inspire Customers To Act With AI Generated Language	D
Location Data And Insights For Integrated Marketing Decisions	A
Omnichannel Ecommerce Technology And Operations Services	E
Gathering Real-Time Customer Data To Deliver Smarter Interactions And Create More Profitable Customers	A
Omni-Channel Commerce & Payment Security	E
Driving In-Store Shoppers With Local Search Marketing	A
Marketing + IT = A Roadmap To Digital Transformation	A
Social Advertising (Data, Transparency & Performance)	B
Increasing In-Store Sales With Digital Advertising	C
Content Marketing: Building Audience And Driving Sales Through Original Content And Brand Storytelling	N/A