



## OMAR TOVAR, CHIEF LOGISTICS OFFICER

Omar Tovar is the current Chief Logistics Officer at Urban Outfitters. An alumna of the University of Texas at El Paso, he previously worked for Nike as the VP of North America Supply Chain Operations & Logistics for two years from 2014-2016, when he moved to Urban Outfitters as Chief Logistics Officer.



Urban Outfitters, founded in 1970 near the University of Pennsylvania by Richard Hayne and Scott Belair, is a lifestyle retailer known for its eclectic and trendy mix of clothing, home décor, and novelty items. Aimed at a youthful, culturally savvy audience, the company has expanded from a single storefront to a major player in the fashion industry with numerous locations in the United States, Canada, and Europe. Urban Outfitters continuously adapts its offerings and store designs to reflect the dynamic taste and lifestyles of its customers, making it a staple among fashion-forward consumers.

## DEPARTMENT BREAKDOWN

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

Implementing AI-driven solutions to enhance customer experience, optimizing our supply chain through advanced technology, and further developing our omnichannel capabilities. European expansion & NA network settling.

### WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Manhattan, Internal AI team

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

3,500

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

\$150 to \$300 million

## PROJECT INSIGHTS

### PROJECT OR INITIATIVE DESCRIPTION

Launching Sustainable Sourcing Program. Goals: Reduce carbon footprint, ethical sourcing, cost savings, enhance supplier collaboration.

### WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

Supplier disruptions, global logistics constraints, regulatory changes, demand fluctuations, sustainability compliance

### WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

C.H. Robinson, Slync, Llamasoft (logistics). DHL (ocean and carrier), DataRobot (AI)

### WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

2 years

### WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$402 million



**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.**

Implementing blockchain technology for transparent and secure supply chain tracking	B
Adopting AI-driven demand forecasting to reduce excess inventory and improve order accuracy	A
Leveraging IoT devices for real-time monitoring of goods across global supply chains	A
Transitioning to green supply chains by integrating sustainable practices and suppliers	B
Utilizing advanced analytics for optimizing logistics and reducing transportation costs	C
Developing resilient supply chains through diversified sourcing and risk management strategies	A
Enhancing supplier collaboration through cloud-based platforms for better information sharing	E
Implementing just-in-time inventory systems to minimize stock levels and reduce waste	E
Expanding the use of robotic process automation (RPA) to streamline warehouse operations.	B
Creating a more ethical supply chain by leveraging tools to better enforce labor and environmental standards amongst suppliers	C
Building, optimizing, and expanding same day delivery programs (B2C, D2C, and/or store replenishment) profitability	B
Deploying machine learning models to predict and mitigate supply chain disruptions before they occur	A
Leveraging AI/ML to drive targeted actionable data-driven insights to improve space, inventory, promotions, and merchandising operations	D
Integrating customer feedback loops to improve product quality and supply chain responsiveness	D
Developing skills and training programs to enhance supply chain management capabilities.	E