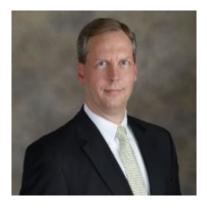# Hibbett Sporting Goods

RONALD BLAHNIK, CIO & SVP OF STRATEGY, INNOVATION, CUSTOMER EXPERIENCE, & RETAIL ANALYTICS

Ron has over 30 years of experience with more than 20 years of IT leadership supporting a variety of industries. After launching his own consulting business, he served as SVP/CIO of Hudson's Bay Company (HBC) where he consolidated five enterprise IT organizations, established consolidated financials that allowed the company to go public on the Toronto Stock Exchange and delivered a modernized Omni-Channel experience for the company.

HIBBETT | CITY GEAR

Hibbett Sporting Goods, established in 1945, is a prominent retail chain specializing in athletic footwear, apparel, and equipment. Headquartered in Birmingham, Alabama, Hibbett offers a comprehensive range of products tailed for both casual and competitive athletes. With over 1,000 stores spread across the United States, particularly in small to mid-sized markets, Hibbett is committed to providing localized, high-quality service and a variety of merchandise that caters to the sports and fitness preferences of its community-oriented customer base, The company continues to expand, emphasizing its strong presence in the retail sports market and commitment to enhancing the customer experience both in-store and online.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?
Continued Oracle ERP Implementation, Continued Digital Transformation

WHAT IS YOUR CURRENT TECHNOLOGY STACK?
Oracle, Microsoft, Workday

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?
150

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?
$10 to $25 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION
Continued Oracle ERP Implementation, Replace JDA on-prem with Oracle Merchandising in the cloud, Update Oracle on-prem with Oracle POS in the cloud

WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?
Balancing seamless AI integration across stores, minimizing disruptions, and prioritizing data security are key challenges

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?
Exploring partnerships with specialized AI solution providers, particularly those with a track record in retail optimization and customer experience enhancement.

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?
15 months

WHAT IS YOUR BUDGET FOR THIS PROJECT?
$20 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.

Enhancing in-store customer experiences with AR and VR technologies to drive engagement and sales.	A
Implementing contactless payment systems for faster, safer transactions and improved customer convenience.	A
Leveraging AI-powered chatbots on e-commerce sites to provide instant customer service and support.	A
Integrating omnichannel retail strategies to ensure seamless shopping experiences across all platforms.	E
Utilizing data analytics to personalize shopping experiences and target marketing efforts more effectively.	B
Exploring advanced inventory management systems using AI to optimize stock levels and reduce overhead costs.	B
Adopting IoT in retail operations for better asset tracking, energy management, and customer insights.	A
Focusing on mobile-first strategies to capture the growing segment of consumers shopping on smartphones.	E
Investing in cybersecurity measures to protect sensitive customer data and prevent breaches.	D
Implementing dynamic pricing tools to adjust prices in real-time based on market demand and inventory.	E
Exploring sustainable tech solutions to meet consumer demand for environmentally friendly products and practices.	E
Strengthening e-commerce platforms for scalability during peak traffic times and promotional periods.	B
Using big data to understand consumer behaviors and trends for better strategic decision-making.	C
Employing facial recognition technology for improved security and personalized shopping experiences.	B
Developing loyalty programs that use technology to offer customized rewards and increase customer retention.	D