

Dell Technologies



Breanna Fowler, Director, Global eCommerce

Lead Digital Innovation, UX Strategy, and New Business Development for web, mobile, and in-market lead-gen initiatives, utilizing data-driven user-centric approaches within agile product development cycles. Provided thought leadership and critical thinking to projects across industries: e-commerce, consumer electronics, commercial technology, fashion & retail, CPG, hospitality, and higher education, etc. Global leader for customer journey transformation; mapping shopper funnel and purchase path; defining quantitative and qualitative KPI metrics to measure success of user experience, customer engagement & satisfaction, lifetime value, and conversion.



Technology drives human progress. This tenet is the core of our business and vision. Our customers and team members are integral to our continuing success as we provide the essential infrastructure for organizations to transform their digital futures.

DEPARTMENT BREAKDOWN

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

Continue to grow commercial business and revitalize the CSB business globally.

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Our tier 1 OEMs: Intel, Microsoft, Qualcomm, NVIDIA, etc.

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

14

WHO DO YOU REPORT TO?

President, Global Consumer & Online

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Globalize device trade-in program and transform alliance partner co-marketing programs

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Parties able to help in monetizing our dell.com real estate and growing referral programs wherein Dell earns a bounty on customer referrals to strategic partner services

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

18 months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$10 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 scalable e-commerce platforms to support rapid business growth.	A
Integrating omnichannel retail strategies for seamless customer experiences across all touchpoints.	D
Leveraging AI-driven personalization engines for individualized product recommendations.	E
Deploying AR and VR technologies to enhance online product discovery and engagement.	C
Utilizing chatbots and virtual assistants for 24/7 customer support.	B
Adopting headless commerce architectures for greater customization and agility.	E
Integrating real-time inventory management systems for accurate stock visibility.	A
Enhancing payment gateways with digital wallets and buy-now-pay-later options	D
Utilizing IoT for connected inventory and supply chain optimization.	B
Implementing dynamic pricing tools to respond to market demand in real time.	A
Strengthening cybersecurity to protect customer data and transactions.	D
Deploying customer data platforms (CDPs) for unified customer insights.	E
Automating order fulfillment and returns processing for operational efficiency.	C
Integrating social shopping features for direct product discovery and purchase.	A
Utilizing predictive analytics for demand forecasting and marketing optimization.	B
Enhancing mobile app experiences with AR, easy checkout, and loyalty integration.	E
Implementing self-service kiosks and digital catalogs in physical stores.	C