

The North West Company



Matt Johnson, Vice President of Merchandising & Marketing

Experienced retail merchandising executive with big box retail and wholesale experience in the U.S and international markets. Innovative problem solver with proficiency in strategic planning, omni-channel marketing, global procurement, business process re-engineering and large scale supermarket chain management. Strong track record leading organizational change, exceeding expansion goals, and delivering financial results.



The North West Company is a leading retailer to underserved rural communities and urban neighbourhood markets in Northern Canada, Western Canada, rural Alaska, the South Pacific islands and the Caribbean. Our stores offer a broad range of products and services with an emphasis on food. Our value offer is to be the best local shopping choice for everyday household and local lifestyle needs.

DEPARTMENT BREAKDOWN

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

Loyalty Program, E-Commerce, Supply Chain Optimization and Global Procurement

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

NCRV ERP, AI Procurement Tool and CRM solution

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

28

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

\$150 to \$300 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Technology enhancements and AI automation

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Loyalty Programs, Digital Marketing and Replenishment Buying tools

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

6-12 months

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