

David's Bridal



Elina Vilks, President and Chief Business Officer

Marketing is the bridge between a hypothesis and an insight. I have over 20 years experience developing insights that produce results: Strategy and Vision: Have expertise in leading the development of vision and strategy at both marketing and corporate levels. Personalization, performance and digital marketing: Trailblazer in personalization, and performance driven marketing in the digital realm. Growth driver in Consumer and SMB Acquisition and Retention: Driven growth across audiences both in B2C and B2B environments.

What started in 1950 as a single Florida bridal salon has grown into an international destination for weddings, proms, quinceañeras, and more. In other words, we're here to help you get ready for all of life's once-in-a-lifetimes, with breathtaking designs, fitted fabrics, in-house alterations, free planning tools, and inspiration galore.



DEPARTMENT BREAKDOWN

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

Asset lite revenue streams building a tech company inside of a 75 year old retailer.

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Shopify and dotconnect.

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

15

WHO DO YOU REPORT TO?

CEO

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

\$25-50 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Pearl Planner - AI marketplace that plans the entire wedding and is designed to simplify event planning through intelligent recommendations, seamless vendor integration, and personalized shopping experiences. Its underlying technology extends beyond weddings, offering retailers a scalable solution to enhance customer engagement, optimize operations, and support diverse retail categories.

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

PersonalizationMall.com, Doordash

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

8-12 months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$5-10 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.

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