

DUNHAM'S SPORTS



DAVID PALMER, VICE PRESIDENT, MARKETING & ADVERTISING

David has 30 years of experience leading all aspects of marketing for several regional, national and international retailers, mostly in food retail and most recently in sporting goods. Additionally, he headed an advertising agency for one year and has consulted for 10+ years in the areas of retail strategy, marketing, technology and data management.



Dunham's Sports is a regional sporting goods superstore chain owned by Dunham's Athleisure Corporation with stores located in the Midwestern to Southeastern United States. The chain specializes in athletic equipment, clothing, guns, and other sports-related items. The chain has over 230 locations in 22 states, including Alabama, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, Minnesota, Missouri, Nebraska, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, South Dakota, Tennessee, Virginia, West Virginia, and Wisconsin. The first store opened in West Bloomfield, Michigan in 1937 as Dunham's Bait & Tackle.

DEPARTMENT BREAKDOWN

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

Define commerce strategy (stores and online) with omnichannel marketing, merchandising, pricing and operations approach Define customer experience Identify solution options with understanding of existing legacy systems Implementation - phased Create supporting marketing and customer engagement plan.

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

All homegrown off AS400

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

13

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

\$10 TO \$25 MILLION

NUMBER OF STORES

240

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Define commerce strategy (stores and online) with omnichannel marketing, merchandising, pricing and operations approach Define customer experience Identify solution options with understanding of existing legacy systems Implementation - phased.

WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

People, resources, legacy systems, financial change management.

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

True AI, Machine Learning companies, eCommerce platform companies, Campaign management companies, Personalization companies, Analytic companies, Digital asset management companies, Companies offering full omnichannel commerce and customer experience solutions Implementation companies.

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

Phased over 3-years

WHAT IS YOUR BUDGET FOR THIS PROJECT?

Not defined

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance:

A=High Priority B=Priority C=Interest D=Low Priority E=Not A Priority

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.

Mobile Strategy, App Data And Insights	C
Custom Audience Creation And Data To Drive Personalization	A
Creating Mobile And Web Apps To Reach Customers And Service Enterprise Needs	D
People-Based Marketing	D
Transforming The Digital Customer Experience With An Omnichannel CMS	B
Universal Content Management That Provides Brands A Single Content Repository And Marketing Platform	B
Improving Digital Customer Experiences With AI Driven Insights	B
The Convergence Of AdTech And MarTech	B
Commerce And Loyalty Mobile Apps For Retailers	B
Omni-Channel Digital Experiences And Personalized Communications	A
Effectively Using Data And Technology To Create A Unified Strategy That Personalizes Our Customer's Experiences Across Digital And Retail Platforms	A
Digital Experience Strategy, Design And Implementation	A
Predictive Intelligence That Powers Cross-Channel Digital Marketing Campaigns	A
Creating A 360 View Of The Customer To Enable People Based Marketing Across All Channels	A
Improve Effectiveness & Efficiency Of Ad Spend & Customer Marketing To Drive Customer Acquisition With A Data Management Platform	A
Increasing Mobile Web And App Revenue	D
Future Of Search Marketing	A
Digital Asset Management	B
Creating Connected Search Marketing Campaigns Along The Entire Customer Journey	A
Inspire Customers To Act With AI Generated Language	C
Location Data And Insights For Integrated Marketing Decisions	B
Omnichannel Ecommerce Technology And Operations Services	A
Gathering Real-Time Customer Data To Deliver Smarter Interactions And Create More Profitable Customers	A
Omni-Channel Commerce & Payment Security	B
Driving In-Store Shoppers With Local Search Marketing	A
Marketing + IT = A Roadmap To Digital Transformation	A
Social Advertising (Data, Transparency & Performance)	C
Increasing In-Store Sales With Digital Advertising	B
Content Marketing: Building Audience And Driving Sales Through Original Content And Brand Storytelling	D