

Panel 1

Navigating Economic Headwinds: Strategies for Price-Sensitive Consumers for Premium Brands

9:00–10:15 AM | 1/20/2025
EDISON HOUSE, SLC



NICEA DEGERING
TELEVISION
ANCHOR | HOST
ABC4

MODERATOR



RACHELLE MORRIS
MANAGING
DIRECTOR
STALWART
VENTURES

MODERATOR



JORDAN AVNER
CEO
VARDON GOLF



JENNIFER CLYDE
CEO
FOR ALL CLUB



MIKE KELLY
PRESIDENT
TAFT SHOES



DEVIN KILLPACK
CEO
GATHRE



MITCH CASEY
CEO
DIME BEAUTY



NICK
KOUMALATSOS
CO-FOUNDER |
CEO
JOHNNY SLICKS

Panel 2

Building Resilient Supply Chains in a Volatile World in Fashion and Apparel

10:30–11:45 AM | 1/20/2025
EDISON HOUSE, SLC



PETE MENTO
DIRECTOR
CUSTOMS AND
GLOBAL TRADE
PRACTICE
BAKER TILLY

MODERATOR



TYLER HOWELLS
FOUNDER | CEO
COZY EARTH



LIZ FINDLAY
FOUNDER
ALBION FITNESS



MARISA BYRNE
PRESIDENT
JOURNEE



VIVIEN BOHME
CEO
BOHME



JOHN WALBRECHT
BLACK DIAMOND
FMR PRESIDENT

Panel 3

Omnichannel Mastery vs. Low-Hanging Fruit

12:00–1:15 PM | 1/20/2025
EDISON HOUSE, SLC



AARON HENNINGS
CO-FOUNDER
STANCE

MODERATOR



BRUCE MARTIN
FMR VP
NIELSEN DATA

MODERATOR



ALEX KEIL
PRESIDENT
DEMEX BOX



JESS TOOLSON
FOUNDER | CEO
MIXHERS



CJ PETERSON
CEO | FOUNDER
NATURE'S FUSION
ESSENTIAL OILS



SEAN KANE
CO-FOUNDER OF
SMASH KITCHEN
HELLO BELLO |
HONEST CO

Panel 4

Technology Innovation: Being the Tip of the Spear

1:30–2:15 PM | 1/20/2025
EDISON HOUSE, SLC



MELANIE COX
FMR CEO
BACKCOUNTRY

MODERATOR



TYLER JENNINGS
MANAGING
PARTNER
ALBICELESTE
ADVISORY

MODERATOR



SCOTT HOLMES
CEO | FOUNDER
TETON SPORTS



KURT WORKMAN
CEO | CO-FOUNDER
OWLET BABY CARE



JEFF PEDERSEN
CEO
CARILOHIA



CONNOR
MACARTHUR
PRESIDENT
MISSION BELT



MIKE ALEXANDER
CEO
BORBOLETA
BEAUTY



BRIAN HAHN
CHIEF OPERATING
OFFICER & HEAD
OF PRODUCT |
NOMAD



CHRIS WASHBURN
CEO | FOUNDER
ARI BIKES

Panel 5

Funding, Advising, and Lifting Retail

2:30–3:30 PM | 1/20/2025
EDISON HOUSE, SLC



MICHAEL P.
BENNETT
MANAGING
PARTNER
CREWE CAPITAL

MODERATOR



DEREK BROWN
ATTORNEY
GENERAL
STATE OF UTAH

MODERATOR



KASEY EVANS
FOUNDER |
MANAGING
PARTNER | LANE VC



BEN CAPELL
MANAGING
DIRECTOR
PETERSON
VENTURES



MICHAEL
SOLOMON
EVP
ARIELI CAPITAL



GOLDEN MOORE
SENIOR VP |
PRIVATE CLIENT
ADVISOR
BANK OF AMERICA



ANDREW COSTA
PARTNER | RX3
GROWTH
PARTNERS

Panel 6

Staying on Top: Keeping the Competition at Bay

3:45–4:45 PM | 1/20/2025
EDISON HOUSE, SLC



BRANDON FUGAL
CHAIRMAN
COLLIERS
INTERNATIONAL

MODERATOR



RYAN STARKS
FMR EXECUTIVE
DIRECTOR AT UTAH
GOVERNOR'S OFFICE
OF ECONOMIC
OPPORTUNITY

MODERATOR



DAN GRIFFITHS
PRESIDENT AND
CEO,
LUME



JEREMY ANDRUS
CEO
TRAEGER PELLET
GRILLS



CYDNI ROGERS
TETRO
CIO
COCA-COLA



TOM ADAMS
PRESIDENT | CEO
PETZL



TAZ MURRAY
CO-FOUNDER
TRUFU

Panel 7

Addressing Physical Customer Needs

9:00–10:15 AM | 1/21/2025
EDISON HOUSE, SLC



SEAN REYES
FMR ATTORNEY
GENERAL
UTAH

MODERATOR



JP MORGAN
REPRESENTATIVE

MODERATOR



SHAWN NELSON
FOUNDER | CEO
LOVESAC



SCOTT LEWIS
CEO
HARMONS



SCOTT HYMAN
CEO
RC WILLEY



NATE CHECKETTS
CEO | CO-
FOUNDER
RHONE



SANDI HENDRY
OWNER
MINKY COUTURE
BLANKETS



PETE LABORE
CEO
CHRISTY SPORTS

Panel 8

Marketplace Dominance vs. DTC Loyalty: Finding the Hybrid Sweet Spot

10:30–11:45 AM | 1/21/2025
EDISON HOUSE, SLC



JOSHUA KETTER
GLOBAL CEO
SPREetail

MODERATOR



AARON STARKS
CEO | PRESIDENT
47G

MODERATOR



TYLER HORTIN
CEO
LION ENERGY



BEN PERKINS
FOUNDER
& COLLAR



JEFF PEDERSEN
CEO
CARILOHIA



JASON KIMBALL
HEAD OF BRAND
BEARD CLUB



MARCUS
SORENSEN
CEO
CADDIS SPORTS



RACHEL NILSSON
CEO
RAGS

Panel 9

Health and Wellness Integration: Beyond Products to Holistic Brand Ecosystems

12:00–1:15 PM | 1/21/2025
EDISON HOUSE, SLC



JEFF FEY
PRINCIPAL AND
SECTOR LEADER,
FOOD &
BEVERAGE.
BAKER TILLY

MODERATOR



ROBERT AXSON
STATE DIRECTOR
AT OFFICE OF US
SENATOR MIKE LEE

MODERATOR



JAKE HADLOCK
CEO AND CO-
FOUNDER OF
NUTRIIENT



JEFF CALL
FOUNDER
JUST INGREDIENTS



JON PIERRE
FRANCIA
FOUNDER |
PRESIDENT
LIFE CIDER



SCOTT SCHWAB
CEO
METT NATURALS

Panel 10

Tech Enablers in Retail Evolution: Bridging Innovation Gaps for Brands

10:30–11:45 AM | 1/21/2025
EDISON HOUSE, SLC



ALEX BEAN
MANAGING
PARTNER @
TANDEM INVEST |
CO-FOUNDER OF
DIVVY
MODERATOR



JOSHUA KETTER
GLOBAL CEO
SPREetail



SCOTT NEEDHAM
CEO | FOUNDER
SMARTSCOUT



STERLING SNOW
CO-FOUNDER |
CEO
REDO



JAMES GOSSLING
BISPOKE
CO-FOUNDER



DAVE NIELSON
FMR PRESIDENT
BEYOND

Panel 11

Content Creators as Brand Catalysts: Mastering Authenticity in the Shoppable Era

2:30–3:45 PM | 1/21/2025
EDISON HOUSE, SLC



BRADY EDWARDS
FOUNDER | CEO
BIGGEST AGENCY

MODERATOR



MICAH CHIUSANO
MRBEAST |
FARTHER MEDIA

MODERATOR



DAKOTA EDWARDS
FILM MAKER
BIGGEST AGENCY

MODERATOR



SHAWN HENDRIX
FMR CHIEF OF STAFF
MRBEAST



LONDON
LAZERSON
FOUNDER |
FINAL BOSS
SOUR



NATHAN
WIGGLESWORTH
CEO
WIGZ
ENTERTAINMENT



ISAAC COOK
MRBEAST |
FARTHER MEDIA



DALLIN HARMON
VP OF
OPERATIONS
VIDANGEL



DAMIAN DAYTON
CREATABLY
CEO

Panel 12

Costco Success Panel



RETAIL COLLECTIVE

4:00-5:00 PM | 1/21/2025
EDISON HOUSE, SLC



TYLER HORTIN
CEO
LION ENERGY



SHAWN NELSON
CEO
LOVESAC



RENA DOLMAN
OWNER | FOUNDER
PERK ENERGY



JARED OLSEN
VP SALES
PURPLE



TAZ MURRAY
CO-FOUNDER
TRUFRU

