

# Panel 1

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

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



## 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  
DEMER 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

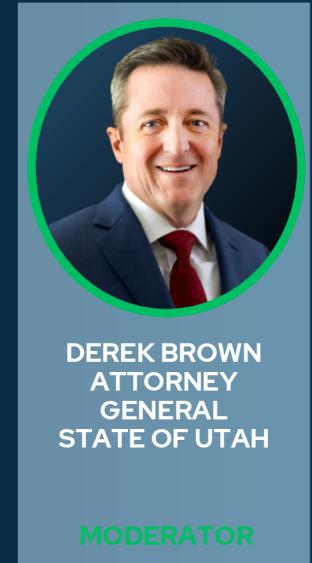
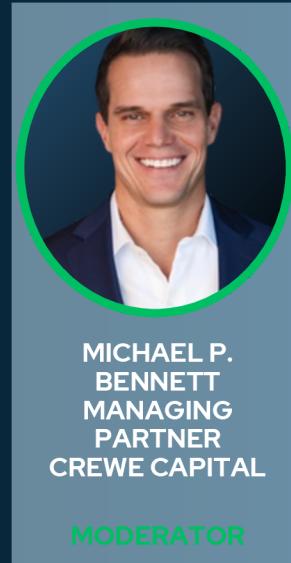


CHRIS WASHBURN  
CEO | FOUNDER  
ARI BIKES

# Panel 5

## Funding, Advising, and Lifting Retail

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



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



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  
TRUFRU

# Panel 7

## Addressing Physical Customer Needs

---

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



SHAWN NELSON  
FOUNDER | CEO  
LOVESAC



SCOTT LEWIS  
CEO  
HARMONS



SCOTT HYMAS  
CEO  
RC WILLEY



NATE CHECKETTS  
CEO | CO-  
FOUNDER  
RHONE



SANDI HENDRY  
OWNER  
MINKY COUTURE  
BLANKETS

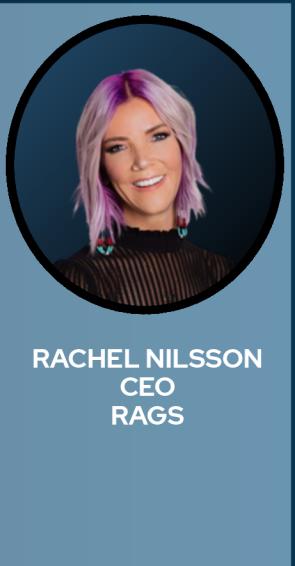


PETE LABORE  
CEO  
CHRISTY SPORTS

# Panel 8

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

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



# Panel 9

## Health and Wellness Integration: Beyond Products to Holistic Brand Ecosystems

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

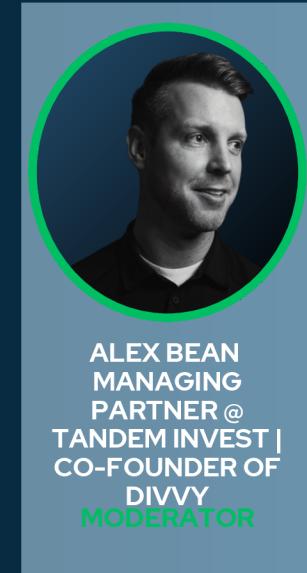


# Panel 10

## 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  
BISPOTKE  
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

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  
TRUFRÜ

