ABSTRACT

The new retail reality, and the retailer and supplier perspective on the expansion of the omnichannel and direct fulfillment – Panel Discussion

*Moderator – Peter Edlund, DiCentral*

*Panelists – Wendy Ruggiero, Qurate Retail Group*

*Zach Zacharia, Lehigh University*

*Mitch Spaner, MCM Americas*

Moderator Peter Edlund and Panelists Zach Zacharia, Wendy Ruggiero, and Mitch Spaner, will discuss the new retail reality, and the retailer and supplier perspective on the expansion of the omnichannel and direct fulfillment. Dropship risks and challenges will be identified on both retailer and supplier sides, as well as steps to overcome the challenges.