



DSW TRANSFORMATION JOURNEY TO THE DIGITAL MESH

ASHLEE ALDRIDGE, CIO
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#nrftech



DSW Transformation Journey to the Digital Mesh

Monday, August 8, 2016

Time: 9:30am – 10:00am

DSW's Transformation Journey to the Digital Mesh

The retail industry is moving with greater velocity than ever before. The retail model has evolved from single channel to omni-channel and now, digital. What is next? And do we have the technology strategy, organizational structures and velocity to keep up, or even win?

Join the DSW Transformation Team to hear how they are approaching an enterprise-scale "Transformation to the Digital Mesh." Learn how this transformation will position the company's capabilities for the future by combining their business and technology strategy with their organizational structure and variety of delivery models.

MEET THE DSW TEAM



**ASHLEE ALDRIDGE,
CIO**



**ALLISON SUTLEY,
VP APPLICATION
DEVELOPMENT**



**BRIAN SEEWALD,
VP DIGITAL**



**ROGER RAWLINS,
CEO**



Transformation Journey to the Digital Mesh

In this session, we will focus on three key areas:

1. Know where you are going
2. Organize for success
3. Be accountable

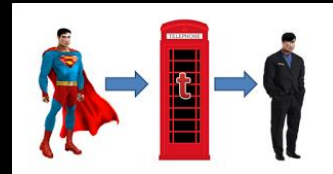
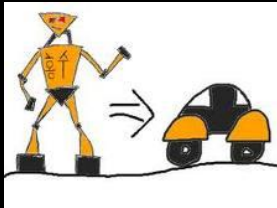




TRANSFORMATION IS...

“The act or process of changing completely; a complete change”

- Merriam - Webster Dictionary



TRANSFORMATION JOURNEY



Stores



DSW.com



Omni-Channel



Innovation



Transformation



TRANSFORM
YOUR
THINKING









Transformation Journey to the Digital Mesh

In this session, you learned to focus on:

1. Know where you are going
2. Organize for success
3. Be accountable