



## Alex Sbardella

**SVP Global Innovation at GDR Creative Intelligence**

*"An expert on the latest innovations and tech trends in retail"*



Alex Sbardella is a retail technology expert, specialising in the practical application of the latest innovations to solve retail's biggest challenges. He is the Senior Vice-President of Global Innovation at GDR, one of the world's leading retail consultancies.

### TOPICS:

- Commercial Strategy
- Innovation Strategy
- Apps & Mobile
- Consumer Psychology
- Consumer Trends
- Emerging Technologies
- Digital Media
- Startups & Disruption

### IN DETAIL:

As GDR's SVP of Global Innovation, Alex leads their digital transformation consulting, helping a global client base of FTSE 100, NASDAQ and S&P 500 companies turn trend insights into applied strategies. He founded the Connected Retail Index, a technology scorecard for over 200 retailers, has designed applications with millions of monthly active users, and led the team that won the IBM Watson Global Developer Challenge. Prior to joining GDR, Alex spent 7 years as the Consultancy Director at technology firm Red Ant, designing and delivering award-winning solutions, innovation and strategy from boardroom to stockroom for some of the UK's largest and most forward-thinking retailers. He has a BSc in Psychology from Warwick University, where he specialised in user experience, user behaviour, sociobiology and applied technology.

### LANGUAGES:

He presents in English.

### WHAT HE OFFERS YOU:

Alex provides audiences with valuable insights on how technology is changing the relationship between consumers and brands, and how retailers can respond to changing market conditions (and competitors like Amazon) by creating innovative experiences.

### HOW HE PRESENTS:

Alex's high content tailored presentations are always well received. He makes complex technology trends understandable for non-technical audiences.