

Gilbarco Veeder-Root Announces Retail Technology Conference Speakers and Panel Discussions

GREENSBORO, NC, Apr 04, 2014 (Marketwired via COMTEX) -- Gilbarco Veeder-Root announced today the line-up for their Retail Technology Conference (RTC) May 7-9 in Greensboro, NC. Denise Lee Yohn, brand-building expert, and Todd Papaioannou, chief technology officer of Splunk Inc., will headline the conference.



Yohn has over twenty-five years of experience in advertising and marketing for companies such as Burger King, Jack in the Box, Land Rover, and Sony. She's a renowned technology speaker with previous talks at the Consumer Electronics Show, High Tech Marketing Association, National Restaurant Show, [Facebook](#), and more. Considering the changing landscape of the retail convenience marketplace, Yohn will highlight strategies for retailers to compete by building a great brand through marketing, technology applications, and loyalty programs. She will address the general session the afternoon of May 7.

Splunk Inc. is a provider of the leading software platform for real-time operational intelligence. In his role as CTO, Papaioannou defines Splunk's technology vision, strategy and direction. Papaioannou joined Splunk in 2013 from Data Collective Venture Capital (DCVC), and has nearly 15 years of experience as an entrepreneur and executive in the BigData Analytics and Cloud spaces with previous tenure at Continuity, Yahoo!, Teradata and Greenplum. At RTC, Papaioannou will cover the latest trends on the "internet of everything" and how this impacts the technology plans of Splunk's retail clients now and in the future. Attendees will leave the May 8th session with a broader perspective of how top retailers are thinking about the industrial internet and what they can do next.

"Gilbarco's RTC is a powerful opportunity for retailers to learn from industry leaders about how to use technology as a competitive advantage in the marketplace," said Travis Bouck, vice president of marketing, Gilbarco Veeder-Root. "Retailers also enjoy a networking forum with 20 of our technology partners to help them grow their business with the latest technologies."

The RTC general sessions will also feature two panel discussions, "Is EMV really coming to the US? When?" and "Marketing to the C-Store Consumer: A CPG Perspective." For the EMV panel, Oliver Monahan, vice president of emerging payments, MasterCard, and industry veteran Gray Taylor, executive director, PCATS, will share their viewpoints on the EMV migration in the United States. On the Consumer Packaged Goods (CPG) panel, marketing leaders from major c-store food and beverage brands will debate how they use technology to win the c-store customer.

About the RTC

The RTC agenda consists of a mix of keynote speakers, interactive panels, educational sessions, and networking opportunities, all designed to help retailers advance their technology marketing goals. The conference will be held May 7 - 9, 2014 at the Grandover Resort in Greensboro, NC. Retailers are invited to register by the deadline of April 11 at the registration site, or contact frank.busse@gilbarco.com with registration questions.

About Gilbarco Veeder-Root Gilbarco Veeder-Root is the worldwide technology leader for retail and commercial

fueling operations. We offer the broadest range of integrated solutions from the forecourt to the convenience store and head office. For almost 150 years, Gilbarco has earned the trust of its customers by providing long-term partnership, uncompromising support and proven reliability. In fact, we help manage the business and maximize the bottom lines for 19 of the top 20 convenience store operators in the U.S. Gilbarco Veeder-Root. Technology with a human touch.

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