

## Transforming Retail Distribution

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November 12, 2020 10:00 am -  
12:00 pm

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10:00am - 11:00am

Transforming Retail Distribution

Retail supply chains are being transformed to adopt customer-centric and demand-driven strategies and focus on future capabilities that adapt to the very dynamic environment. This session will discuss the different opportunities behind these transformations in the retail distribution. Particularly we will focus on (1) collaborating with a variety of stakeholders along scalable and smart digital platforms when distributing their products to the ever changing customers and (2) Implementing omnichannel distribution strategies, discussing the main challenges in omnichannel and how the growth of ecommerce is impacting the supply chains.

Opportunities for Collaborating through Digital Platforms: applications in Last Mile Delivery  
Maria Jesus Saenz  
Executive Director, MIT SCM Blended Master's Program  
Director, MIT Digital Supply Chain Transformation, [MIT Center for Transportation and Logistics](#)



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Executive Director, MIT SCM Blended Master's Program  
Director, MIT Digital Supply Chain Transformation  
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Dr. Maria Jesus Saenz is the Director of the research area on [Digital Supply Chain Transformation](#) at the MIT Center for Transportation and Logistics, as Research Scientist. The primary research examines new collaborative paradigms that arise while implementing different new digital technologies in supply chains. Our research domains are multidimensional collaboration, digital supply chain capabilities and AI in supply chains. We apply quantitative research methodologies in order to assess how data-driven ecosystems create value.

Dr. Saenz also serves as the Executive Director of the [MIT Supply Chain Management Blended Masters Program](#), an elite MIT degree that allows learners to combine the MITx MicroMasters credential with one+ semester at MIT.

Dr. Saenz teaches various courses at the Master, Ph.D., and Executive Education levels on Digital Transformation, Supply Chain Management, Collaboration, Risks, Resilience, and Project Management. Regarding her education, Dr. Saenz is certified in Participant Centered Learning by Harvard Business School. She received Cum Laude and the Outstanding Doctoral Award for her Ph.D. in Manufacturing and Design Engineering from the University of Zaragoza, where she previously obtained her M.Sc. in Industrial Engineering while she also studied Mathematics Sciences for several years. In 2003, she received her tenure as Associate Professor in the School of Engineering at the University of Zaragoza. In 2004, she joined the newly-formed research institute MIT Zaragoza Logistics Center as Professor, and she has also served the Center as its Executive Director. She was also the Director of the Spanish Center of Excellence in Logistics. Dr. Saenz has also led various international research projects for the European Commission, as well as for companies on Supply Chain Management innovation, such as P&G, Carrefour, Clariant, Dell, DHL, Leroy Merlin, and Caterpillar. She is a co-author of more than 80 publications, including books and articles in leading international Journals. Her knowledge transfer work has received 15 awards, and her research was cited in the media, including MIT Sloan Management Review, Forbes, Financial Times Press, and Supply Chain Management Review. She also regularly interacts with business leaders in more than 15 countries.

E-commerce Transformation and Omnichannel revolution

Eva Ponce  
Executive Director, MITx MicroMasters in Supply Chain Management  
Director, Omnichannel Distribution Strategies

Panel: Challenges in transforming retail distribution

**Maria Jesus Saenz and Eva Ponce**

11:00am - 12:00pm

MIT Startup Exchange Startups

[Nara Logics](#): Digital Flywheel Platform for Retail

[Prisma Retail](#): Bringing colors to your business data

[Aulera](#): Create and Leverage Digital Identities for Physical Products

[Sparkdit](#): Human-like intelligence to boost conversion rates with best recommendations

[Jaxon](#): AI for data augmentation and fully-trained, highly-accurate models optimizing classifications and predictions

[Jana Eggers](#)  
CEO, [Nara Logics](#)



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CEO  
[Nara Logics](#)

Jana Eggers is CEO of the neuroscience-inspired artificial intelligence platform company, Nara Logics. Eggers is an experienced tech exec focused on inspiring teams to build great products. Eggers has started and grown companies and led large organizations at public companies. She is active in customer-inspired innovation, the artificial intelligence industry, the Autonomy/Mastery/Purpose-style leadership, as well as running and triathlons. Eggers has held technology and executive positions at Intuit, Blackbaud, Los Alamos National Laboratory (computational chemistry and super computing), Basis Technology (internationalization technology), Lycos, American Airlines, Spreadshirt (ecomm), and multiple startups.

Lucas Gorganchian  
Co-founder and CEO  
[Prisma Retail](#)

Nathan Stempel  
CFO & Co-founder  
[Aulera](#)

Fadi Micaelian  
CEO  
[Sparkdit](#)

Scott Cohen  
CEO  
[Jaxon](#)