



thenetworkone Leadership Seminars - Planning and Strategy: from Art to Science



**Seminar 4: 'From Art to Science – from Science to Art - Retail challenges and opportunities'**

With Joao Barbosa, Air&D, Portugal

For all agency staff

Monday 22<sup>nd</sup> March, 14:00 UK

**Content summary:**

1. Retail revolution - challenges and opportunities
2. The importance of Big Data and technology
3. How can Big Data and technology support Design and Communication
4. Innovation is not (only) creativity
5. What will be future shape of the relationship between retailers and agencies
6. Examples of how to move from squeezed business models

**About João**

During his almost 30 years of management experience, João has worked in retail management, customer research, sales, marketing and retail consultancy. He has experienced the needs of all businesses, regardless of size, having worked for both local and multi-national organizations.

Over the years, João has developed professional experience over a wide range of industries, products and services including consumer goods, telecom, pharmaceuticals, sport, home entertainment, consumer electronics, clothing and food retail, among many others.

His skills in Consumer Research, Category Management, Space Planning, Retail Design and Retail Management have been dedicated to many retailers and brands in more than 40 countries around the world.

João is the owner of Air&D Portugal, Air&D UK, and Air&D Shanghai. Air&D – Artificial Intelligence Retail & Design - is focused on Retail Design supported by Intelligent Analytics and Customer Research using a vast array of technologies.

With a team of diversified backgrounds, Air&D is creating news ways of analyzing the retail business to provide insightful support to retailers at the same time that are developing successful design concepts for them.

Currently, João is launching new operations in France and in South Korea to develop new computer vision and deep learning technologies for the retail industry.