

TIME	AGENDA	LOCATION
8:30-9:00	Registration & Light Continental Breakfast	Reception
9:00-9:15	Seating Time	
9:15-9:25	Welcome & Opening Statements with WOCRA CEO Kimberly Lee Minor	Main Stage
9:25-9:45	The State of the Consumer 2025: From inflation to shifting shopping habits, the past five years have reshaped how people spend—and those changes are here to stay. Join Tiffany Burns and Tabitha Strobel of McKinsey & Company as they break down the five trends shaping today's marketplace and what to expect this holiday season.	Main Stage
9:45-10:05	She's Right: The End of the Mean Girl Phenomenon: In the fight for equity and advancement, one of the most overlooked barriers is the subtle—and sometimes destructive—dynamic between women themselves. This thought-provoking session presented by Anna Blue of Blue Moss Group tackles the “Mean Girl” phenomenon, examining the historical, cultural, and professional roots that have fueled internalized competition among women, and provides a powerful and easy tool that will change the system, change power, and change everything for women.	Main Stage
10:05-10:15	Networking Break	
10:15-10:40	Retail Reimagined: Building the Future of Immersive, Location-Driven Retail: In today's evolving retail landscape, the most successful brands and executives are thinking beyond traditional shelves. From airport terminals and hotel lobbies to college campuses and curated digital storefronts, the future of retail is immersive, intentional, and everywhere. In this fireside chat with Kendra Bracken-Ferguson and Leslie Roberson of presenting sponsor LumiNicole Beauty, plus Karla Davis of Bath & Body Works and Kareena Phillips of LaGuardia Gateway Partners, we'll explore how retail leaders can embrace alternative strategies that drive visibility, innovation, and consumer connection. Whether you're building a brand or overseeing national retail operations, this session will challenge you to think differently—and lead boldly into retail's next chapter.	Main Stage
10:40-10:45	Intro to Tracks with Genesis Rivera of Retail AI Council	Main Stage
10:45-10:55	Transition to Breakouts	
10:55-11:45	Track A: AI/Tech Education Certification Applied AI for Leaders: Sabrina Valdez of presenting sponsor Retail AI Council shows leaders how to move beyond awareness into action. Through applied exercises and case studies, participants will explore how AI can be used to analyze market	Track A

	trends, improve operations, personalize customer experiences, and support decision-making.	
10:55-11:45	Track B: Leadership Development Boardroom Bound: Pathways to Purpose, Power & Pay: What does it really take to make it to the boardroom—and what happens once you’re there? From navigating executive transitions to aligning your career with purpose, this session explores the strategies, trade-offs, and mindset shifts required to rise—and to lead with impact once you do. Expect honest insights on compensation, representation, and the future of inclusive leadership at the highest levels of retail and beyond with Kyle Rudy of presenting sponsor Kirk Palmer Associates, advisor and investor Gail Moody-Byrd of Grocery Outlet, and WOCRA Board Members Karla Martin, Christiane Pendarvis of PATTERN Beauty, and Board Chair Monica Chadha of EY.	Track B
10:55-11:45	Track C: Self-Care & Resilience The Joy of Missing Out: Designing a Life That Reflects Your Values: This session with <i>The Purpose Pivot</i> author Melissa Gonzalez of MG2 and fashion business journalist Sheena Butler-Young invites attendees to design their lives with intention rather than reaction. Grounded in research and storytelling, participants will explore the practice of saying no, building digital boundaries, and creating a lifestyle aligned with their core values.	Track C
11:45-12:25	Networking Lunch	Reception Kitchen & By Sessions
12:25-1:15	The Power of Personal Presence: Building a Brand That Leads: Your presence is your brand. In this engaging keynote, author and strategist Morgan Wider introduces the Identity Impact Index™, a quick but powerful assessment that helps uncover how you lead, communicate, and show up. Attendees will complete the Index during the session and walk away with personalized insights into their leadership and style profile. This interactive talk will equip you with clear, practical tools to align your personal brand with your career goals. Afterward, explore wardrobe strategies and body shape insights at the ShapeShopp exhibit.	Main Stage
1:15-1:45	In Conversation with Sunny Hostin: Resilience, Representation & the Power of Your Story: From “first” and “only” to lawyer, journalist, bestselling author, and entrepreneur, Sunny Hostin has built a career—and a life—defined by truth, tenacity, and trailblazing moves. In this fireside chat with WOCRA CEO Kimberly Lee Minor, Hostin shares insights on navigating rooms not built for you, staying authentic under pressure, and building a multihyphenate brand. The conversation will explore lessons in resilience, representation, and relationships, offering strategies to help you leverage your story, amplify your impact, and thrive in any space you enter.	Main Stage
1:45-1:55	Break	

1:55-2:45	Track A: AI/Tech Education Certification Master the Mindset: This session helps participants adopt the right mindset to use AI as a strategic partner, not just a shiny tool. Sabrina Valdez of presenting sponsor Retail AI Council introduces frameworks for thinking with AI, structured prompting methods, and ways to evaluate AI outputs for quality and relevance.	Track A
1:55-2:45	Track B: Leadership Development Success, Redefined: Winning on Our Own Terms: For women of color, people with disabilities, and other professionals from historically marginalized backgrounds, success doesn't always follow the traditional playbook. In industries where the rules were not built with us in mind, defining success often means breaking molds, setting new standards, and thriving in spaces where few have gone before. In this conversation with Timicka Anderson of Citi, Gabrielle Gayagoy Gonzalez of Racial Justice at Work, Mecca Pryor of Essence, Mindy Scheier of Runway of Dreams and Gamut, and Stormi Steele of Canvas Beauty Brand, we celebrate women who are forging uncharted paths and explore how success can be defined beyond titles and milestones—rooted instead in impact, authenticity, and legacy.	Track B
1:55-2:45	Track C: Self-Care & Resilience Work Like You Rested: Work/Rest Integration as a Burnout Prevention Strategy: Led by burnout coach and leadership strategist Ashley Burton-Mims, this session explores what it really means to lead without losing yourself. We'll dive into the power of work/rest integration as a sustainable leadership strategy—unpacking practical tools like 4-day workweeks, intentional PTO use, and culture-shifting boundaries that help prevent burnout before it begins. Whether you lead a team or are learning to lead yourself differently, this session offers the mindset—and the data—to back it up.	Track C
2:45-2:55	Break	
2:55-3:45	Track A: AI/Tech Education Certification AI Foundations: Tools, Trends & Trust: Jeff Fish and Roopesh Nair of Intelo.ai demystify AI by explaining what it is (and isn't), how it works in plain language, and where it shows up in everyday workflows. We'll compare popular tools, cover risks like bias and hallucinations, and help learners explore AI through interactive exercises.	Track A
2:55-3:45	Track B: Leadership Development The Shift: Power Moves & Career Pivots: Career transitions can be powerful—but for women of color, they're often layered with risk, doubt, and pressure to play it safe. This session dives into the real stories behind bold moves, tough exits, and redefining success on your own terms. Whether you're navigating burnout, chasing purpose, or eyeing your next big leap, this conversation with Kenna Baudin of Egon Zehnder, Cedric Chambers of Jump Recruits, Nicole Reboe of Rich Talent Group,	Track B

	and WOCRA Board Members Karen Cho of Signet Jewelers and Lydia Smith of A New Thing Coaching & Consulting, will leave you seen, inspired, and ready to shift.	
2:55-3:45	Track C: Self-Care & Resilience Tackling the Loneliness Epidemic & Creating Connection at Work: Eighty percent of women in corporate are lonely because of their jobs, according to new research from TheLi.st—the loneliness gets worse as you get more senior and, for women of color, the loneliness is compounded by a feeling that you can’t show up to work as yourself. Community-building expert Ann Shoket of TheLi.st and pioneering retailers Adriana Carrig of Little Words Project and Alice Kim of PerfectDD talk about how you build the networks of support you need—step-by-step and in just 10 minutes a day!	Track C
3:45-4:00	Break	
4:00-4:45	B.I.G. Awards Reception Blaze Award Masako Konishi of Alo Yoga Shawuan Johnson of Victoria's Secret & Co. Stormi Steele of Canvas Beauty Brand Innovate Award Cynthia Sole of Microsoft Grow Award Anu Narayanan of Anthropologie B.I.G. Award Brandice N. Daniel of Harlem's Fashion Row	Main Stage