



## Alex Sbardella

### Retail Technology Expert

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

Alex Sbardella is an experienced technology, retail and consumer expert with a very broad skillset across both technical and non-technical roles. He currently is Commercial and Product Director at Unicard, where he is responsible for building the future of mobility, including smart ticketing and Mobility-as-a-Service (MaaS) solutions.

#### TOPICS:

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

#### LANGUAGES:

He presents in English.

#### IN DETAIL:

As the former Senior Vice-President of Global Innovation at GDR, one of the world's leading retail consultancies, Alex collaborated with major retailers and industry groups worldwide. He delves into the dynamics between online and real-world stores, analysing how technology fosters loyalty between customers and brands. Examining the substantial impact of Amazon, Alex raises the pivotal question of whether the company signifies a threat or an opportunity for numerous retailers. Alex explores a spectrum of topics, from changes in the high street landscape to consumer awareness of supply chain practices and ethical considerations, all the way to emerging technologies like AI, VR, and blockchain. In essence, he provides insights into the critical areas that anyone connected to the retail industry should stay abreast of.

#### 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:

His style is dynamic and engaging, blending sharp analysis with real-world case studies and practical takeaways. Alex creates sessions that are both thought-provoking and actionable, leaving audiences inspired to embrace change and innovation.