The Digital Solutions Gallery Virtual Keynote
October 29, 2020

“How Are You Aligning Your Organization’s Leadership In Times Of Overwhelming Transformational Pressure?”

We now find ourselves within one of the most significant societal, cultural, and economic revolutions in this country’s short history—quite possibly in all of human history. In make it even worse, COVID has turned our world upside down.

Our resulting pressures are occurring on many fronts. In addition to “normal” concerns about expanding customer expectations as their worlds have shifted, we are also faced internally with select leadership points of view that they already know what avenues to take without having to ask what those avenues should provide. This is a set-up for failure.

In these unique pivotal times the underlying strength and resilience of our organizations from the very top throughout every employee and location will depend upon a shared and consistent leadership platform in order to not just remain competitive, but also to survive.

This discussion will feature and explore one such organization that has positioned themselves well.

This excellent discussion should not be missed. Please join us for our sixth session of 2020, in our new virtual format, where you will learn lessons from those who have gone before in this revolutionary journey.

The “Digital Solutions Gallery™” series is a nationally acclaimed ongoing forum where senior leaders and their business peers come together in a comfortable setting to share their experiences and insights, as well as collectively and collaboratively attack common issues. Throughout 2020, this series will be conducting a series of vital and informative programs on the theme of “Digital Transformation: The Vital Journey”, wherein participants will gain a better appreciation of not only what is coming, but also a better appreciation of just how its associated value might be captured.

There is no cost to invited senior leaders. Sponsoring opportunities are available for invited technology product and service providers.
**Agenda:**

10:00am Opening Introduction and Context Setting

**Mr. Bruce Barnes**  
*Program Co-Founder*  
*The Ohio State University*  
*and Co-Host For The Session*

10:10 am Keynote Presentation

**“How Are You Aligning Your Organization’s Leadership In Times Of Overwhelming Transformational Pressure?”**

Digital-related transformation, especially in a turnaround situation, requires both aligned leadership across the C-suite and an inspiring mission cascaded throughout the organization. This current pandemic crisis accordingly brings both challenges and opportunities to the enterprise and its relationships. Responding in such times requires leadership to be working together.

How are you responding to make a meaningful positive impact on your peer leadership and your customer relationships?

**Mr. Andy Laudato**  
*Chief Operating Officer*  
*The Vitamin Shoppe*

Andrew Laudato currently serves as the Chief Operating Officer of The Vitamin Shoppe. In this role, he leads operations across e-commerce, information technology, enterprise project management, supply chain, planning and allocation, strategic sourcing and scientific and regulatory affairs.

Mr. Laudato was previously Chief Information Officer at Brookdale Senior Living. Prior to Brookdale, he spent 15 years as CIO at Pier 1 Imports, where he directed technology transformation across all areas of the business. Like many retail veterans, he started his career here in Columbus at L Brands.

Mr. Laudato is a past Chair of the National Retail Federation's CIO Council and in 2016 he was recognized by the NRF for his outstanding contributions to the retail industry.
10:50am       Session Summary of Key Points/Action Items/Next Steps

Mr. Dave Cherry
Program Co-Producer
The Ohio State University
And Co-Host For The Session

11:00am       Adjournment