

Alex Sbardella

Retail Technology Expert, Founder of the Connected Retail Index

Alex is a retail technology expert, specialising in the practical application of the latest innovations to solve retail's biggest challenges, and making complex technology trends understandable for non-technical audiences. As GDR's SVP of Global Innovation, Alex leads their digital transformation consulting, helping a global client base of FTSE 100, NASDAQ and S&P 500 companies turn trend insights into applied strategies. Prior to joining GDR, he spent seven years as the Consultancy Director at technology firm Red Ant, designing and delivering award-winning solutions, innovation, and strategy from boardroom to stockroom for some of the UK's largest and most forward-thinking retailers.

Author of white papers and articles for *Retail Week*, *The Guardian*, *The Times*, and *Internet Retailing*, his recent speaking events include Retail Week Live, RBTE, IBM SalesConnect, Samsung Futurescape, iDisrupt, IRX, and IoT in Retail.

He founded the Connected Retail Index, a technology scorecard for over 200 retailers, has designed applications with millions of monthly active users, and led the team that won the IBM Watson Global Developer Challenge.
