

## **Greg Girard** **Program Director**



As Program Director, Merchandise Strategies, Greg Girard is responsible for setting and delivering IDC Retail Insights' authoritative perspective on how retailers should use information technologies to achieve key operational, tactical, and strategic objectives in the sourcing, buying, planning, assortment, allocation, replenishment, and pricing of merchandise. IDC Retail Insights' Merchandise Strategies program provides global, fact-based, retailer-driven research and analysis that IT buyers and merchant users can use to gain advantage. The program focuses on established areas of interest such as localization, customer-centricity, and revenue optimization as well as on emerging areas such as collective intelligence, customer co-creation, developing new products, assortments, and lines, and location intelligence.

Mr. Girard blogs in the [IDC Retail Insights Community](http://idc-insights-community.com/retail) (<http://idc-insights-community.com/retail>). His Twitter handle is gregorydgirard.

Mr. Girard has extensive experience in retail technology. He launched the AMR Research Retail Advisory Service and led it for several years. He was the first analyst to cover technologies that have become mainstays of today's best practices in retail; e.g., price and revenue optimization, store execution and task management, as well as advanced assortment planning, multi-echelon replenishment, and constraint-based supply chain planning.

Additionally, he has been responsible for directing and influencing various application strategies and roadmaps software vendors have brought to the retail marketplace. Beyond those already mentioned, these include store network design and advertising, marketing, and promotion (AMP) management.

Mr. Girard has covered best practice processes and technologies supporting retailer-manufacturer collaboration, trade funds management, merchandising services, product development, and supply change management.

After his first career as a management consultant, Mr. Girard cut his analyst teeth in supply chain management – his functional competency as a consultant. In that analyst capacity, his vertical industry focus extended beyond retail across the manufacture of consumer packaged goods, a.k.a. fast-moving consumer goods, apparel, and consumer electronics.

Mr. Girard holds a master's degree in urban planning from Hunter College, City University of New York, and a BA in philosophy from Boston College. He has lived in the Middle East and worked internationally.

Mr. Girard is a frequent speaker at industry and technology vendor events and contributor to retail technology media outlets.