



## **Leslie Hand**

### **Practice Director**



As Research Director for IDC Retail Insights, Leslie Hand provides fact-based research and analysis for IDC Retail Insights' Supply Chain, Merchandising and Demand Management service. She also provides thought leadership on Sustainability, IT for Green and RFID.

In her 25+ years in retail information technology she has guided strategy, development and implementation efforts in supply chain, demand planning, merchandising, point-of-sale (POS), integration and retail back-office applications in a variety of retail segments including grocery, drug store, and specialty. She leverages this experience to provide relevant advice to retailers and technologists on technology, technology strategy, and business processes.

Ms. Hand regularly contributes to the blogs in the [IDC Retail Insights Community](http://idc-insights-community.com/retail) (<http://idc-insights-community.com/retail>). Her Twitter handle is [lesliehand](#).

Ms. Hand has a wealth of experience in small and large retailers, ranging from managing store systems and IT operations in the mid-1980's for a drugstore and specialty retailer, to heading IT for a new division of a tier 2 retailer in the 1990's, leading in the selection, implementation and support of the full range of store and central technologies, and culminating in a Global IT strategy role for a top global grocer.

Immediately prior to joining IDC Retail Insights, Ms. Hand was the Director of Global RFID Strategy and the Solutions Center for Ahold. In this position, she was responsible for defining and communicating the long-term Global RFID (EPC) vision and strategy, developing proof of concepts collaboratively with cross-functional business teams, actively engaging in EPC standards development (EPCGlobal) and managing Global Data Synchronization (GDS) supplier on boarding and adoption. In addition, she was also a key contributor to SOA integration initiatives and the standardization of the application portfolio among the regional operating companies.

Ms. Hand is a frequent speaker at industry and technology vendor events and is regularly quoted in the business, technology, and trade press. She holds a bachelors degree from the University of Pennsylvania.