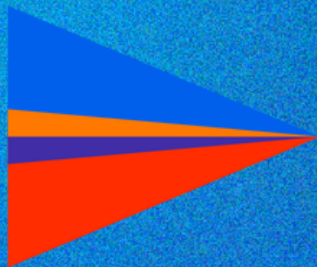




PHILIPPINE
RETAILERS
ASSOCIATION

RETAIL LEADERS SUMMIT



RECONNECT *WITH LEADERS*

REIMAGINE *THE FUTURE OF RETAIL*

March 18, 2026

Monet 1 Ballroom
Novotel Manila Araneta City
Quezon City

www.retailsummitph.com

#ReconnectReimagineRetail

#ProudlyPRA





4TH RETAIL LEADERS SUMMIT

Date: March 18, 2026 (Wednesday)

Time: 9:00AM–5:00PM

Venue: Monet Ballroom 1
Novotel Manila Araneta City,
Quezon City

The 4th Retail Leaders Summit is brought to you by:

Premium Brand Partner:



Globe BUSINESS

Official Digital Marketing Partner:



Knowledge Partner:



**People
Ignite**

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**Where retail leaders come
together to grow, align, and
create meaningful impact in an
ever-changing communities.**

4TH RETAIL LEADERS SUMMIT: WHERE LEADERS RECONNECT AND REIMAGINE THE FUTURE

INTRO >

The Retail Leaders Summit stands as a premier gathering designed to empower and elevate leaders at the very heart of the retail industry. In a landscape that evolves faster than ever, true success comes not only from mastering operational excellence but also from cultivating the art of human leadership, leading people, culture, and purpose. This Summit brings together visionaries and decision-makers who understand that leadership in retail today is as much about empathy and creativity as it is about strategy and results.



the Retail Leaders Summit provides a dynamic platform for collaboration, inspiration, and exchange. It offers a space where innovative ideas cross-pollinate, where seasoned executives and emerging leaders alike share insights that spark new ways of thinking. Through thought-provoking sessions, interactive dialogues, and immersive experiences, participants explore the trends, challenges, and opportunities shaping the future of retail. The Summit's program is purposefully designed to strengthen the industry's leadership bench by fostering cultures of authenticity, nurturing growth mindsets, and amplifying human connection.

Tailored for C-level executives, senior managers, entrepreneurs, functional leaders, and high-potential talents, the Summit is a powerful venue to accelerate personal and professional growth. It's where leaders can gain strategic foresight, refine their leadership philosophy, and build lasting connections with peers who share the same drive to create meaningful impact. Ultimately, the Retail Leaders Summit is more than an event – it's a movement toward a stronger, more connected, and more human-centered future for retail leadership.





2026 THEME:

RECONNECT WITH LEADERS. REIMAGINE THE FUTURE OF RETAIL.

#ReconnectReimagineRetail



The Retail Leaders Summit will give us the avenue to reconnect with leaders as we reimagine the retail industry together. The Summit will help us create possibilities, align leadership values, and grow to become connected leaders. Participants will have the opportunity to learn from our valued speakers and thought leaders as they share their insights and wisdom on being leaders in our industry. It will also be a chance to interact with other leaders and gain various ways on how we can guide and inspire our people toward being more productive and effective.



2026 KEY HIGHLIGHTS:

LEADERSHIP GROWTH PATHWAYS FRAMEWORK



At the heart of the Retail Leaders Summit is a clear mission: **to strengthen the leadership bench of the retail industry**. This framework positions leadership not just as a competency, but as the core foundation that shapes the future of retail. It reflects the dual focus of the Summit **advancing the science of retail while elevating the art of leading people, culture, change, innovation and human connection**.

Purpose – To shape the future of retail by growing leaders who build strong people, purposeful culture, and meaningful connections.

Leadership Growth Pathways (What we solve) – Four critical pillars anchor the framework:

- **People** – Growing leaders through employee engagement
- **Culture** – Growing leaders through core values which shape organizations
- **Change and Innovation** – Growing leaders through transformational change experiences
- **Human Connection** – Growing leaders through customer centricity

Actionable Strategies (How we win) – Grow Leaders. Lead with Purpose. Win with Connection.

Learning Reactions – At the summit's close, all paths lead to one goal: growing leaders who are future-ready, people-first, and purpose-driven. By uniting people, culture, leadership, and human connection with winning strategies, we create a retail universe where leaders don't just adapt to change – they shape it, inspire it, and sustain it.

What makes the Retail Leaders Summit unique is that every topic is directly aligned with its core purpose: strengthening leadership across the retail spectrum. More than building skills, it cultivates a deeper human connection – the true strength of retail leadership.

2026 PROGRAM OVERVIEW (A Must-See Experience 1-Day Session)

**As of November 5, 2025*

- The Human Side of Growth: Leading People, Driving Change, Inspiring Futures
- How to Cultivate Value-Based Leadership (Employee Value Proposition + Brand Value Proposition)
- Agility + Integrity in the Workforce: A Brand that Sticks in the Hearts of our Retail Customers
- Humanizing the Retail Practice: The High-Tech and High Touch Way of Life

Other topics to follow



WHY PARTNER WITH US?



THOUGHT LEADERSHIP

Does your company offer great tools and solutions that are worth discussing at the summit? Showcase your expertise and insights in the retail industry. Inspire, challenge, and connect with them along the way.



BUILD YOUR COMPANY PIPELINE

Partnering with PRA offers a unique approach to align with your objectives, maximizing the value for our audience and fostering exciting vibe that drive growth and engagement.



FORM MEANINGFUL CONNECTIONS

We curate seamless program enabling attendees and partners to build and nurture lasting relationships through out the course of the 1-whole day event

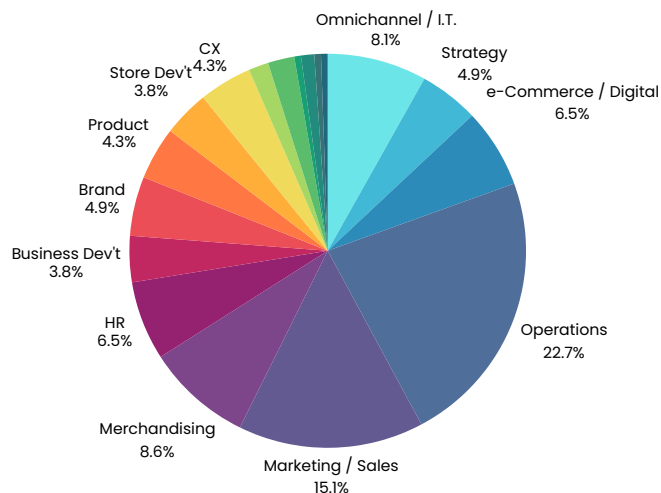


CREATE BRAND AWARENESS

Be the first to share the latest updates and trends relevant to people leadership, transformational change and customer centricity.

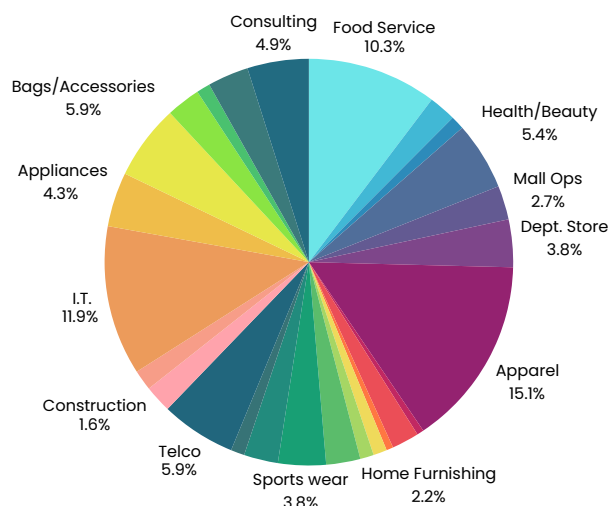
3rd Retail Leaders Summit 2025 Highlights

INDUSTRY ROLE:



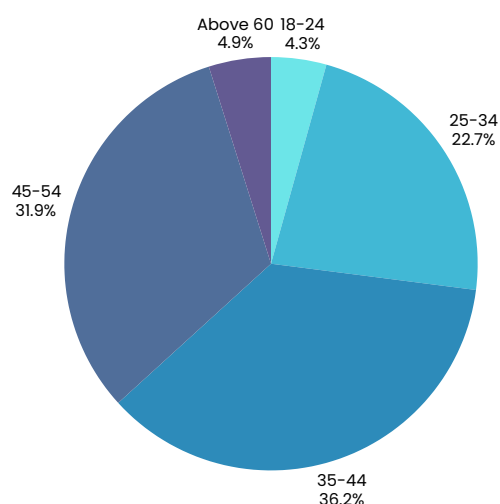
A total of 185 attendees joined the 3rd Retail Leaders Summit, representing a diverse range of industry roles. The largest group came from Operations (22.7%), followed by Marketing and Sales (15.1%), and Merchandising (8.6%). Participants also represented Omnichannel/IT (8.1%), eCommerce/Digital (6.5%), HR (6.5%), and Brand (4.9%). Smaller yet valuable segments included Product (4.3%), CX (4.3%), Store Development (3.8%), and Strategy (4.9%). A few attendees were from specialized functions such as Business Development (3.8%), Security (1.6%), CRM/Loyalty (2.2%), and Corporate Strategy (1.1%), with a very limited presence from Executive Management (0.5%), Finance (0.5%), and Admin (0.5%). Overall, the summit drew a well-balanced mix of professionals, with strong representation from operational and customer-facing roles, reflecting the cross-functional nature of retail leadership today.

MAIN LINE OF BUSINESS:



The 3rd Retail Leaders Summit represented a broad spectrum of retail and related industries. The largest share came from Apparel (15.1%), followed by I.T. (11.9%), and Food Service (10.3%). Other notable sectors included Bags/Accessories (5.9%), Telco (5.9%), Health/Beauty (5.4%), and Consulting (4.9%). Smaller but significant groups were from Appliances (4.3%), Sportswear (3.8%), Department Stores (3.8%), and categories such as Jewelry, Mall Operations, and Footwear (3% each). Meanwhile, Marketing Services (3%), Media (3%), and Consumer Electronics (2.2%) were also represented. A more niche presence came from industries like Construction (1.6%), Hardware (1%), Office Supplies (1%), Toys/Entertainment (1%), Automotive (1%), Kiosk (1%), Home Furnishing (2%), as well as very limited representation from Hospitality (1%) and Drug Stores (1%). Overall, the summit showcased a highly diverse mix of businesses, with strong participation from apparel, technology, and food service, while also drawing in voices from specialized retail and service sectors.

AGE GROUP:



The 3rd Retail Leaders Summit represented a wide range of age groups. The largest segment was those aged 35-44 (36.2%), followed closely by attendees aged 45-54 (31.9%). Younger professionals aged 25-34 (22.7%) also made up a significant portion of participants, while a smaller group of 18-24 (4.3%) was present, indicating emerging talent in the industry. A modest share of attendees were above 60 (4.9%), reflecting the presence of seasoned leaders.

Overall, the summit brought together a balanced mix of mid-career professionals and senior leaders, with strong representation from experienced age groups who are likely driving retail transformation.

Join us as we bring together 150–200 business leaders, top executives, senior and middle managers, supervisors, and cross-sector organizations to advance the reshaping of the retail experience.

The summit provides a platform to:

- Gain insights from industry leaders and go-tech experts through a diverse range of sessions.
- Connect with the next generation of retail who are shaping the future of people, culture, change & innovation and human connection.
- Explore extensive new frameworks that drive purpose-driven leadership and fast-paced modernization.
- Discover actionable ideas and strategies applicable to both start-ups and enterprises.

WHO SHOULD ATTEND?

The Retail Leaders Summit is a celebration of the power of connection, bringing together the brightest minds in the country to envision exciting opportunities in the retail industry. This event is essential for:

- Retail Owners, Chairman, CEOs and Presidents
- Retail COOs and senior retail operations executives
- Retail CMOs and senior marketing executives
- Retail CTOs and senior data, innovation and technology executives
- Retail CHROs and HR executives
- Retail top merchandising executives and senior leaders
- Top visual merchandisers and retail design leaders
- Top mall operators and executives
- Strategy leaders
- CX Leaders
- Senior marketing, branding and digital builders
- Senior e-commerce and omnichannel leaders



3rd Retail Leaders Summit 2025 Highlights



Roberto S. Claudio, Sr.
President, PRA (2023–2025)
Chairman, PRA (2025–Present)
Chairman Emeritus, Quorum Holdings Corp.



Julian Cua
Managing Director and Partner
Boston Consulting Group



Coach Pia Acevedo
Founder and CEO
The OneCORE Success Center



Karin Shenkar
Partner, Asia Pacific Deals
Strategy Retail Leader
PwC



Berns Bernardo
Assistant Vice President,
People and Culture Excellence
Globe Business



Alex Luu
Regional Strategy
Director – Thailand,
Philippines, Vietnam
Centric Software



Pauline Fermin
President and CEO
Acumen Strategy
Consultants



Rollane Arthur Cordova
SCA Practice Lead
Crayon Philippines



Alvanson So
Regional People Lead
Canva Philippines



Neil Rojas
Co-Founder and Head of
Research and Analytics
Workbean



Ruby Jaucian
Chief People Officer
Personal Collection Direct
Selling, Inc.



Hans Lopez-Vito
Vice President, Head of
Brand Experience & Strategy
– Residential Business Group,
Estates and Corporate
Ayala Land, Inc.



Jacqueline Gutierrez
Co-Founder and CEO (Happy
Skin, Blk Cosmetics & Seoul
White Korea)
Allure Asia Inc. / Beauty
Refinery Inc.



Eric Thomas Dee
Chief Operating Officer
Foodee Global Concepts



Gian Reyes
Vice President for Marketing
and Strategic Partnerships
KMC Solutions, Inc.



JV Wong
Chief Executive Officer
People Ignite Organizational
Development and Training



Nancy Mendiola
Lead Facilitator
People Ignite Organizational
Development and Training

3rd Retail Leaders Summit 2025 Highlights



Expo Table Booths



World Cafe Workshop



2025 Participating Companies and Partners

- Just Jewels Diamonds Boutique Corp.
 - SM Mart, Inc.
 - Viribus Inc.
 - Robinsons Retail Holdings, Inc.
 - K ServicoTrade Inc.
 - Multimax Industries Corp.
 - CHG Global Inc.
 - Epta Refrigeration Philippines Inc.
 - Abacus Book & Card Corporation (National Book Store)
 - Genie Technologies Inc.
 - Lion Commercial Corporation
 - SSL 888 Motorcycle Parts and Accessories
 - Prince Retail Group
 - Alfamart Trading Phils. Inc.
 - Multisports, Inc.
 - Super 8 Retail Systems, Inc.
 - Acabar Marketing International, Inc.
 - Ayala Land Logistics Holdings Corp.
 - Emilu's Mart, Inc.
 - TFB Incorporated
 - Authentic Caps Retail Incorporated.
 - Argia Global Link, Inc.
 - Zanea Incorporated
 - Eastern Communications
 - Monstarlab Philippines, Inc.
 - California Clothing Inc.
 - Ramcel Corporation
 - 2GO Group
 - CKI Builders & Engineering Services
 - JOVIMA Management & Development
 - JY Square Supermarket
 - Viventis Search Asia, Inc.
 - Total Nutrition Corporation
 - Duty Free Philippines Corporation
 - Decathlon Philippines
 - Lalamove Philippines Inc
 - Island Souvenirs, Inc.
 - Alliance Software
 - Shawarma Shack Corporation
 - Luci Holdings Inc.
 - Pyrmont Concept Inc
 - Time Movers Inc.
 - Watsons Personal Care Stores Philippines
 - KNOW
 - Boston Consulting Group
 - Canva Philippines
 - Workbean
 - Personal Collection Direct Selling
 - Ayala Land, Inc.
 - Foodee Global Concepts
 - Allure Asia Inc.
 - Beauty Refinery
 - Happy Skin
 - Springtime Design Limited
 - Heritage Multi-office Products, Inc.
 - Globe Business
 - Acumen Strategy Consultants
 - People Ignite Organizational Development and Training, Inc.
 - SM Homeworld Corporation
 - Digital Advantage Corporation
 - International Toyworld Inc
 - PRA Camarines Sur Chapter
 - OneCore Success Center
 - Crayon Philippines
 - Philippine Daily Inquirer
 - The Philippine Star
 - Isla Lipana & Co
 - KMC Solutions
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Youtube: Philippine Retailers Association

Website: <https://retailsummitph.com>

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