



Juli Lassow

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“If retailers want to thrive in these uncertain times, they must partner with amazing suppliers who share their core business values.”

Supplier
Relationships

Sourcing

Product
Development

Circular Economy
& Sustainability

Bio

Juli Lassow is an accomplished retail executive with 20+ years of experience. As the founder and principal of JHL Solutions, she helps retailers navigate the complex world of global sourcing.

Her specific area of expertise is connecting the dots between retailers and suppliers and the strategies they need to develop better products - quickly and for less.

Before establishing her business, Juli held several progressive leadership roles at Target Corporation.



Topics

01: Circular Retail Now

There's never been a better time for retailers and their partners to convert to the Circular Economy. Learn the critical ways that circular economy systems can drive sales, profit, and loyalty in your retail business, all while saving the earth.

02: Thriving Retail Disruption

Forward-looking suppliers are using new strategies and technology to transform the way they do business. Learn how these new approaches can help your company prosper - even as retail continues to re-invent itself.

03: Supplier Partnerships (Dating for Business)

Suppliers are a driving force in bringing your products to life, but how often do you take the time to cultivate these crucial relationships? Learn the ways to launch and refine your essential supplier partnership programs, and the impact that this will have on your business.

04: Supplier Vetting Made Easy

You know you need to grow your list of trusted suppliers, but you're unsure how to get the ball rolling. Learn how to find the right suppliers and strengthen your bench with confidence.

05: Not An Accidental Consultant

Learn how to navigate your path from corporate to consulting in a strategic and approachable way. Practical and real-world examples and resources help to create the foundation to launch your new venture.

"Juli has been a big hit with our retail audience! Juli's insights are deeply rooted in industry experience, and she speaks a language that businesses looking to become smarter and more customer-connected understand and appreciate. We can't wait to have her back!"

Bruce Nustad, President,
Minnesota Retailers Association

"Juli's focus on the "next frontier" in our business of developing true working partnerships with the Global Supplier ecosystem is an area we all need to pay a lot of attention to and leaning on Juli for insight is a good place to start."

Eric Linxwiler, Sr. Vice President,
Retail Solutions, CBX Software

"I've had Juli speak at my retail events the past 2 years and it's been a pleasure working with her. Her retail knowledge and expertise shines through in her presentations. As the event organizer, what I appreciate most is her preparation and communication during the process."

Dan Phan, Founder at Workbreaker,
The Late Majority, and CUE4: retail [un]
conference

"I have observed Juli on multiple occasions demonstrate brilliance & passion as a speaker, teacher, and facilitator. She presented a workshop at CPI Twin Cities focused on starting a small business and consulting practice. Afterward, our clients spoke glowingly about what they learned from Juli and how she built their confidence in "what's possible" and how to get it done!"

Mary Stieber Reynhout, MA
Executive & Career Coach