
Category Management: No Longer Just an Instore Expertise

By Russ Dieringer // April 4, 2024 //

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As organizations begin to operate in an omnichannel world, category management is no longer just an in-store specialization but one that needs to expand to eCommerce.

In this session, join Russ Dieringer and guest presenter Lauren Livak Gilbert from the DSI to unpack how category managers can apply traditional assortment, pricing and promotions practices to eCommerce, and what they need to do differently.

Attendees will learn how to build an eCatman strategy along with the impact it can have on the business.

This webinar is designed for category managers, brand strategists, and retail professionals seeking to pivot or expand their expertise into the world of eCommerce.

All Signal, No Noise Format

- 30 minutes of prepared remarks
- 20 minutes of Q&A

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