



JORG SNOECK

The Captain of Retail, Bestselling Author The Future of Shopping. Assemblee Speakers is the official booking agent of Jorg Snoeck. Contact Jorg Snoeck as keynote speaker at your event directly through Assemblee Speakers!

Categorie

Trends, Retail & Trade

Type

Futurist | Trend forecaster, Business leader | Entrepreneur

Inzetbaarheid

Keynote speaker, Expert

Thematiek

The future of Shopping

Talen

EN, NL

Afkomstig van

Belgium

Biografie

Jorg Snoeck, "The Captain of Retail", is the founder of RetailDetail, the leading communication and networking platform for all professionals in retail and FMCG (Fast Moving Consumer Goods) in the Benelux. By sharing knowledge and inspiration, RetailDetail has grown to become a vital partner in the world of retailing.

He is also the founding father of The Experience Center Future of Shopping Roadshow and of The Knowledge Center RetailHub, where

industry professionals can immerse themselves into the future of retail and FMCG. As the newest addition to the RetailDetail network, RetailHub is more than a place; it's a dynamic platform, where new trends, evolutions and questions are treated.

Jorg Snoeck is on a personal mission to ensure more entrepreneurs and business can continue to thrive in the challenging and rapidly changing retail landscape. That's why his aim is to enlarge the common brain of this industry in turmoil. Given his degree and background in marketing, his passion especially lies with the analysis of shopping behavior and the scrutiny of the changing consumer.

In his lectures and presentations, Jorg Snoeck sketches the many opportunities and possibilities for a flourishing retail landscape in the future in an inspirational way. Everything is changing and the consumer is given an entire range of new choices when it comes to shopping. Obviously, this thoroughly affects every aspect of retailing, which can be seen both as a threat and an opportunity.

The Future of Shopping, the book Jorg Snoeck instigated and co-authored, was recently awarded the title of 'Management boek of the Year 2018' in the Benelux and is already a bestseller.