

CP502019

The eTail Metaverse, immersive visualization to grow your target market

- Tatyana Litvak, Autodesk (moderator)
- Gabe Paez, Autodesk
- Alexander Stern, Autodesk
- Jose Elizardo, Autodesk
- Michael Cody, Autodesk
- Ben Conway, VNTANA

Learning Objectives

- Understand the ways in which Autodesk can help create physical environments for immersive visualizations
- Understand the value of high end visualization for e-Tail applications
- Explain the value of visualization to the Retail Industry with convergence solutions
- Understand the pain points of the retail industry today

Description

Buying habits have changed due to the global pandemic, with the retail industry experiencing a reduction in in-person shopping. The great return (post lockdown) meant people flocked to bars and restaurants but in-person shopping has never recovered, with retailers experiencing a 5.7% decrease in sales. Retailers have to reimagine themselves having seen the reality of layoffs and store closures around them. The effect of this has accelerated adoption and requirements to provide immersive experiences to allow customers to shop in familiar environments whilst visualizing products they want to buy. It is a pivotal time right now to support this industry as there is a possibility of a sink or swim phenomenon of retailers with varying levels of technology maturity.

In this convergence session we'll discuss how Autodesk technology can support physicalizing digital retail experiences and enable product buying decisions.

Speakers



Gabe Paez

Head of Product, XR, Autodesk

Gabe has two decades of award-winning experience leading teams in technology, immersive content, and digital media with a focus on Augmented and Virtual Reality.

He is currently Head of Product for XR at [Autodesk](#) where he is building the next generation of immersive collaboration tools for the Autodesk ecosystem. Autodesk's portfolio of XR tools, including [The Wild](#) and [Prospect by IrisVR](#), enable the world's leading Architecture, Engineering, and Construction companies to ideate, review, and collaborate from anywhere in the world in AR and VR.

Prior to this, Gabe was the Founder and CEO of The Wild, which was acquired by Autodesk in early 2022. Before The Wild, Gabe founded Emagorium — an innovation consultancy, that designed and built immersive software products and experiences for industry-leading companies including Google, Samsung, Nike, AT&T, and Verizon.



Alex Stern

Senior Manager, PDMS Platform Strategy, Autodesk

Alex Stern leads Autodesk's manufacturing platform strategy, as part of which he helps define the go-to-market approach for our future manufacturing industry cloud. He has held several global strategy roles across Autodesk during the past four years and originally joined from management consulting, where he spent eight years advising major European manufacturing companies on strategic transformation projects. Alex started his career at BMW Group in Technology and Innovation Management and lives in Munich, Germany.



Jose Elizardo

M&E Solutions Engineer, Autodesk

Jose Elizardo is a member of the Media and Entertainment (M&E) team at Autodesk. Jose is a recognized visualization expert and industry thought leader. With over 20 years of product experience, Jose spends much of his time promoting the value of visualization across various industries, including M&E, Design & Manufacturing and the Architecture, Engineering, and Construction (AEC) industry



Ben Conway

COO, Co-Founder, VNTANA

Ben Conway is co-Founder and COO of VNTANA, a SaaS platform that makes 3D asset management and distribution incredibly easy via the industry's only fully automated 3D optimization and content management platform. Ben has delivered "world's-first" mixed reality experiences for brands like Microsoft, Intel, Adidas, & Nike across the globe and has been working in the mixed reality space for over nine years. Ben was named to the Forbes 30 Under 30 list in 2018, with VNTANA named to the Inc. 500 list the same year. As COO, Ben oversees all operations and sales for VNTANA's software platform with a particular focus on retail & apparel clients like VF Corp, Diesel, & Hugo Boss.

Prior to co-founding VNTANA, Ben was District Manager at Fortune 300 human resources management software company ADP, where he became a top sales performer. He is a graduate of the University of Southern California's Lloyd Greif Center for Entrepreneurial Studies, with a BS in Business Administration-Entrepreneurship.



Michael Cody

Technical Solutions Executive, Autodesk

Michael Cody traded the peloton for product design, wrapping a career pushing pedals as a professional road and cyclocross racer for one pushing pixels into products. (The road bike got traded out for skis and a mountain bike.)

His work experience spans from graphic design and branding work to mechanical engineering, product design and now software. Michael has a keen eye for details, passion for amazing customer experiences, and a history of delivering exceptional results.

Currently he helps Fortune 500 companies make the transition to digital platforms to unlock value, retain talent, and train next generation for success.

He currently resides along front range of Colorado with his wife, daughter, and rescue pit bull. He also added running and climbing to his routine to keep up with his daughter.

Moderator



Tatyana Litvak

M&E Business Strategy Manager, Autodesk

Tatyana Litvak leads the Go-To-Market activities for the Media & Entertainment division at Autodesk.

Tatyana is an experienced strategy and delivery leader with over a decade of proven track record spanning M&E, emerging technologies, and aerospace. She has extensive experience in business and corporate strategy which she uses to optimize the long-term value of the M&E product portfolio.

Tatyana started her career in aerospace and defence, holding strategic roles with AUG Signals - a leader in signal processing - and most recently with Bombardier. She holds an MBA from the Schulich School of Business and a BBA from the University of Toronto.

Tatyana lives in Montreal with her husband and two children.

Primary Questions

- What is the metaverse in the context of online shopping?
- What are some of the major moves customers are making in this space?
- What are some of the challenges customers are facing?
- How do our industries converge in the eTail metaverse?
- Where can customers start their metaverse journey?

Resources

Strategic Foresight - Autodesk Point of View:

The Metaverse

<https://foresight.autodesk.com/issue/february-2022>

The Metaverse Discussion

<https://foresight.autodesk.com/issue/march-2022>

The Metaverse Summary

<https://foresight.autodesk.com/issue/april-2022>