



## NEWS

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### 2010 ERA D2C Convention Keynote Speaker Named

*Love Goel to speak on multichannel retailing.*

ARLINGTON, Va. The [Electronic Retailing Association](#) (ERA) has announced that Mr. Love Goel, chairman and CEO of GVG Capital Group, will deliver the keynote address at the [2010 ERA D2C Convention](#), held September 21-23 at the Wynn Las Vegas.

Known as the “father of multichannel retailing,” Mr. Goel—while in his 20s—transformed Macy’s and Fingerhut into two of the top-three multichannel retailers in the world. He is the only CEO ever to have built three Internet start-ups into billion-dollar companies. He has advised many of the world’s most successful and iconic brands, including Wal-Mart, Google, Apple, Nike, Amazon, Starbucks and Walgreen’s, among many others. At GVG Capital, Mr. Goel has acquired 25 multichannel retail organizations and amassed more than \$30 billion in shareholder value.

“We’re thrilled to have Mr. Goel deliver the keynote at this year’s ERA D2C Convention,” says Julie Coons, president and CEO of ERA. “As his experience so dramatically indicates, he is uniquely positioned to help our attendees understand the new rules for success in a retail environment that’s transforming on a daily basis.”

Mr. Goel’s presentation is titled “Innovation 3.0: Winning Customers in a Multichannel World,” and will be delivered at 9:00 a.m. on Wednesday, September 22. New to the 2010 ERA D2C Convention, the keynote address is open to all attendees. Both All Access Pass and Show Floor Only Pass holders are invited to attend this compelling session.

For more information about the 2010 ERA D2C Convention, its robust education program, tradeshow, networking events and other activities, please visit [D2Cshow.org](#).

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**About the 2010 ERA D2C Convention**

The Electronic Retailing Association's 2010 ERA D2C Convention is the 20th annual show where the industry's top technology innovators, manufacturers, buyers and marketers meet to learn about the hottest trends in the direct-to-consumer marketplace and meet with partners and potential customers to seal critical business relationships. The event will feature more than 3,200 attendees and over 100 exhibitors, a variety of education sessions on industry related topics and expansive networking opportunities, as well as wide variety of events on the tradeshow floor. For more information, please visit [www.D2Cshow.org](http://www.D2Cshow.org).

**About the Electronic Retailing Association**

Representing a more than \$300 billion market, the Electronic Retailing Association (ERA) is the only trade association in the U.S. and internationally that represents leaders of the direct-to-consumer marketplace, which includes members that maximize revenues through electronic retailing on television, online and on radio. ERA strives to protect the regulatory and legislative climate of direct response while ensuring a favorable landscape that enhances e-retailers' ability to bring quality products and services to the consumer. ERA members include some of the industry's most prominent retail merchants, including Allstar Products Group, eBay, Discovery Communications, Gaiam, Google, Guthy-Renker Corporation, HSN, Oak Lawn Marketing, QVC, Telebrands, ShopNBC and Thane. For more information about ERA, please visit [www.retailing.org](http://www.retailing.org).