

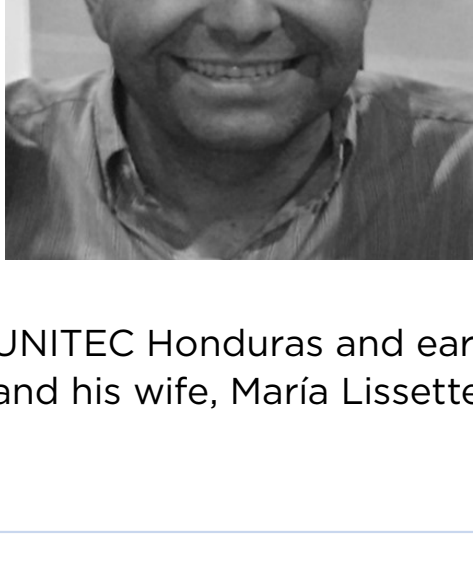
Featured Speakers

Jump to:

[Pablo Andonie](#)
[Henry Armour](#)
[Dr. Dae Ryun Chang](#)
[Carol Chen](#)

[Tom Fleming](#)
[Jeff Hassman](#)
[Hanna Lee](#)
[Jay Lim](#)


[Yixin Ma](#)
[Chunnam Park](#)
[Mark Wohltmann](#)
[Xiang Yang](#)



PABLO ANDONIE

President, AMPM Centroamérica

Pablo Andonie comes from a business family in Honduras—his grandfather was founder and leader of a corporate group called Grupo Mandofer. Andonie began working in the family business in 1998, starting from the bottom working his way up for 15 years. In 2012, Andonie and his wife left Honduras to start their own business, AMPM, in Nicaragua. Andonie also led the purchase of one of his family’s companies, INFARMA, in Honduras. Andonie studied industrial engineering at UNITEC Honduras and earned an MBA in finance from ADEN Business School. Andonie and his wife, María Lissette Castellón, have a daughter and a son.




HENRY ARMOUR

President and CEO, NACS

Henry Armour is the president and CEO of NACS. He grew up working in his family’s retail business, Armour Oil Company, rising to the position of vice president and COO in 1977. In 1980, he joined The Standard Oil Company of Ohio, where he served as manager of development strategies. He later founded West Star Corporation, which grew to include 59 NOW! convenience stores, truck stops and quick-service restaurants in the Pacific Northwest until he sold the company in 2004. In 1988, Armour founded Epoch Corporation, which operated retail enterprises in California.

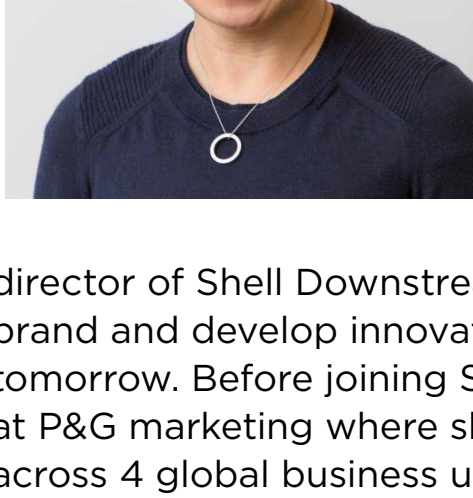
He became president and CEO of NACS in July 2005, having also served as the association’s chairman in 2002 and 2003. Armour earned a BA in economics from Stanford University, an MSc in economics from the London School of Economics and an MBA and PhD in economics from Stanford University.



DR. DAE RYUN CHANG

Leading Professor, SUNY Korea

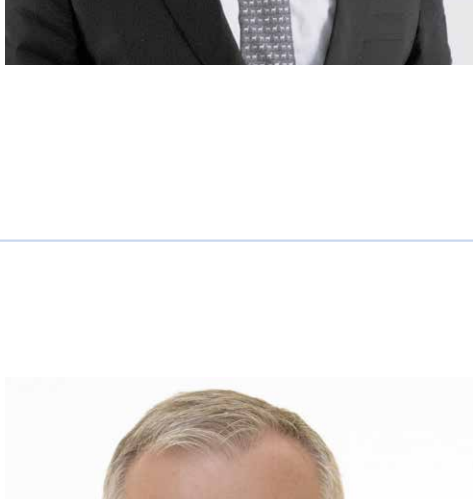
Dae Ryun Chang is a Leading Professor at SUNY Korea. He spent 35 years as professor of marketing at Yonsei School of Business. He received his doctorate from Harvard University, his MBA from Columbia University and his BCom from the University of British Columbia. A former dean of the graduate school of international studies at Yonsei University, he has held visiting faculty appointments at Helsinki School of Economics, Hong Kong University of Science & Technology, Australian National University, Singapore Management University, Nanyang Technology University and was a Visiting Scholar at Columbia University, University of Vienna and University of St. Andrews. His research interests lie in integrated brand communication including film narrative effects, and corporate social responsibility, with publications in Management Science, Journal of Marketing, Psychology & Marketing, the Journal of Product Innovation Management, and Journal of Business Research. He has developed seven massive online open courses on the Coursera Platform with over 70,000 learners. As part of his interdisciplinary research, he also makes narrative and documentary shorts that have been screened at international film festivals.



CAROL CHEN

Global CMO & SVP Shell Mobility, Shell

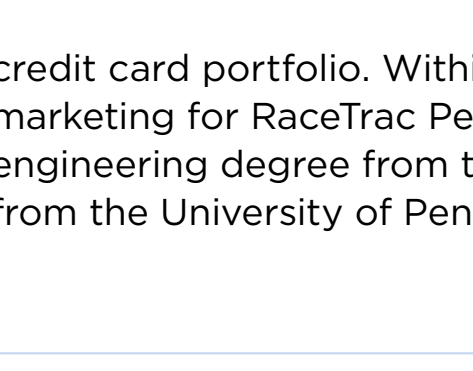
As global CMO & SVP for Shell Global Mobility business, Carol is responsible for Shell’s Mobility products, services, campaigns, digital solutions and analytics, e-mobility and low carbon fuels. And, most importantly, elevating customer experiences for 30 million+ customers daily across 46,000 retail sites over 80 countries. This makes Shell the number one mobility retailer in the world. Carol also holds the position of board chair of Shell Brands International, and nonexecutive director of Shell Downstream JV in Turkey. Her vision is to delight the customers, grow brand and develop innovative mobility solutions to drive sustainable growth today and tomorrow. Before joining Shell, Carol enjoyed a successful 20 year international career at P&G marketing where she led \$4 billion dollar brands and high-performance teams across 4 global business units. Carol is an ambassador for gender equality, striving for a more balanced future where women have the same opportunities and influence as their male colleagues. Carol is also passionate about building, developing and empowering people to reach their full potential.



TOM FLEMING

VP Product Strategy, PDI Technologies


Tom Fleming is a partner at Oliver Wyman (OW), specializing in retail and travel loyalty. Tom has spent 10 years at OW working on a broad spectrum of loyalty topics, including; program (re)design, transfer pricing and economics, credit card strategy, partnership negotiations, program spinoffs and merges. Tom has global loyalty experience working with leading convenience and fuels retailers, grocers, airlines and hotel chains.



JEFF HASSMAN

Partner, Oliver Wyman

Jeff Hassman has 30 years of marketing and product experience in and outside of the convenience retail and fuels marketing industry. Jeff joined PDI through the acquisition of Excentus, where he was the chief marketing officer supporting Excentus’ white-label loyalty programs and the fuel rewards program. Before Excentus, Jeff was managing director at JP Morgan Chase, responsible for executing marketing and customer engagement programs for Chase’s credit card portfolio. Within the industry, Jeff led category management and c-store marketing for RaceTrac Petroleum and Sunoco’s APlus Stores. Jeff holds an electrical engineering degree from the United States Military Academy at West Point and an MBA from the University of Pennsylvania’s Wharton School of Business.




HANNA LEE

Head of Strategic Planning, GS Retail

Hanna Lee is the vice president of the Strategic Planning Division at GS Retail. GS Retail is a leading retail company in Korea, operating a diverse retail enterprise encompassing convenience stores, supermarkets and home shopping. GS Retail is a part of GS Group which operates diversified business such as energy, construction and retail.

Previously, Hanna served as the chief marketing officer at AK Plaze, one of major department store brands in Korea. She also played a key role in business development for LINE Plus, covering the Greater China region. Hanna began her career at Bain & Company, where she focused on retail, consumer goods and finance projects.

She holds an MBA from Tsinghua University and a B.A. from Columbia



JAY LIM

Founder and CEO, GOPIZZA

Meet Jaewon Lim (Jay), the founder and global CEO of GOPIZZA. His journey began in 2016 with the humble beginnings of a food truck operation right by the Han River in Seoul, Korea. Fast forward to today, and GOPIZZA boasts an impressive 200 outlets across seven countries and substantial funding of \$50 million, firmly establishing itself as the most valuable food and beverage startup in South Korea.

Jay’s accomplishments have garnered recognition on a global scale. In 2019, Forbes Asia acknowledged his achievements by naming him one of the “30 Most Influential CEOs Under 30.” The Financial Times recognized GOPIZZA as one of the rapidly emerging companies in the Asia Pacific region in 2021 and 2022. He was asked to join an economic delegation to the United States alongside the President of Korea in 2023. This remarkable experience led him to the President’s Office, where he showcased GOPIZZA’s innovative technology and personally served pizza to distinguished figures, including top conglomerate leaders and the President himself.

Before embarking on his entrepreneurial journey, Jay graduated from Singapore Management University in 2012, where he excelled academically as a Dean’s List student majoring in Marketing and Strategic Management. He furthered his education at KAIST, earning a Master’s degree in Management Engineering in 2015.

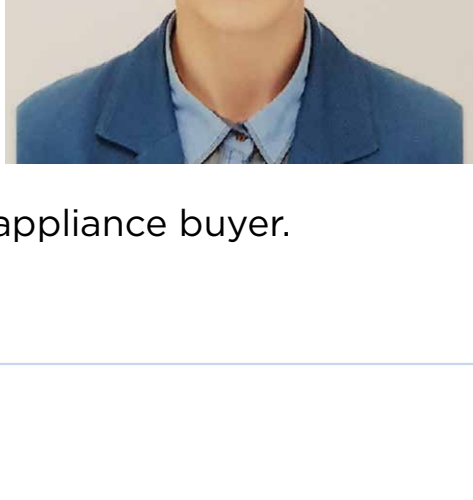
With a background spanning both California and South Korea, Jay possesses a diverse perspective cultivated by exposure to various cultures. His career began at a global advertising agency, igniting his passion for branding. Inspired by iconic brands like Nike and McDonald’s, he set out to create the “McDonald’s of pizza.” Guided by his vision of making GOPIZZA “The Pizza Everywhere Company,” Jay is leaving his mark, one slice at a time.



YIXIN MA

Associate Partner, McKinsey & Company

Yixin Ma is an associated partner at McKinsey & Company’s Shanghai office with eight years of experience in consumer retail. She leads the Retail practice in the McKinsey Greater China region, serving retailers of different formats—such as convenience, pharmacy, grocery, e-commerce—to drive growth through digital transformation, retail analytics, and organization upskilling.

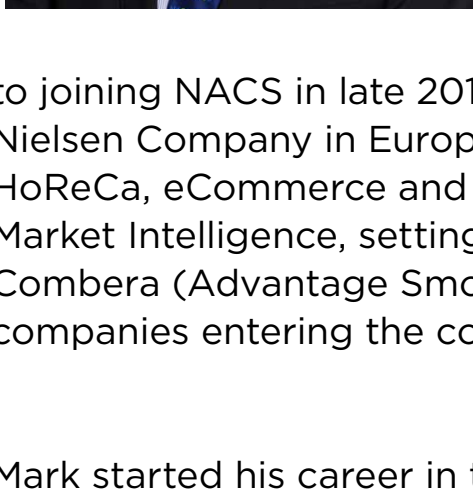


CHUNNAM PARK

Executive Director, NIQ

Chunnam Park is the leading Retail Vertical at NIQ in Korea. Park has been with NIQ for 16 years in Korea for servicing and consulting retailers and manufacturers in FMCG area. Park also worked for North Asia and Africa for product deployment and operations.

Before joining NIQ, Park worked for Carrefour Korea for 10 years in the areas of store operations, marketing and appliance buyer.




MARK WOHLTMMANN

Director, NACS Global

In his current role, Mark Wohltmann is responsible for the strategic development of NACS Global, the exclusive, worldwide network that supports its members’ businesses and careers within the convenience and fuel retailing industry.

Mark has more than 20 years of experience in research and consulting, with a focus on FMCG/CPG and retail. Prior to joining NACS in late 2016, Mark worked in strategic product development with the Nielsen Company in Europe, developing solutions for clients from the convenience retail, HoReCa, eCommerce and tobacco industries. Mark also worked with the start-up USP Market Intelligence, setting up Germany’s largest convenience retail panel, as well as with Combera (Advantage Smollan), developing marketing and sales strategies for FMCG companies entering the convenience retail sector.

Mark started his career in the advertising industry, focusing on trade marketing and sales advertising in impulse retail channels, working with Dorland in Berlin and with Grey and BBDO in Duesseldorf after studying business administration at the University of Siegen and being trained in advertising consulting.



XIANG YANG

Founder and CEO, Fun Bean

Xian Yang is the founder and CEO of Ledoujia convenience store and Maxe convenience store.

Starting from scratch, Xian successfully built the Ledoujia brand into the head brand of Jiangxi convenience stores, and put forward the innovative concept of “new generation” in an epoch-making era, establishing a benchmark in the convenience store industry, and promoting industry change with ingenuity. Xian is one of the youngest members of the CCAFA Convenience Store Association of China Retail Chain Association and has been regarded as a leader in the convenience store industry in Jiangxi many times.

The 2023 NACS Convenience Retailer of the Year Asia-Pacific award was awarded to Jiangxi Ledoujia for its Fun Bean Convenience Store concept.