

Organizing *for the* Future of Retail

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VF CORPORATION

VF Corporation outfits consumers around the world with its diverse portfolio of lifestyle brands

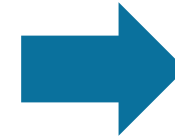


THIS IS VF IN 2017

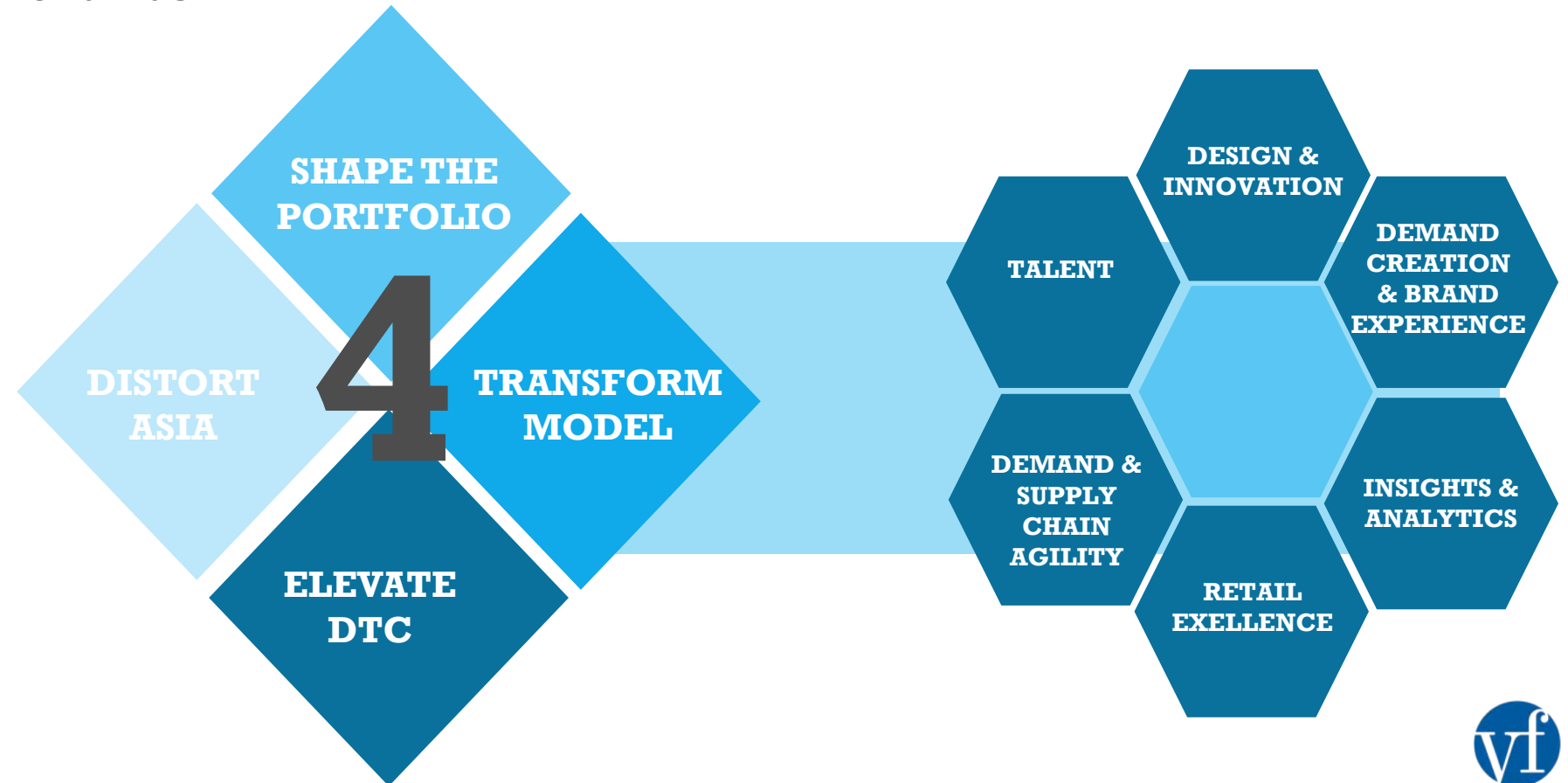


2021 Strategic Growth Plan

Create amazing product and brand experiences that transform and improve the lives of consumers worldwide



Top Quartile TSR & Value Creation



**Powerful
Brands.
Powerful
Platforms.**



Direct To Consumer: providing capabilities

Back of the
House
Capabilities

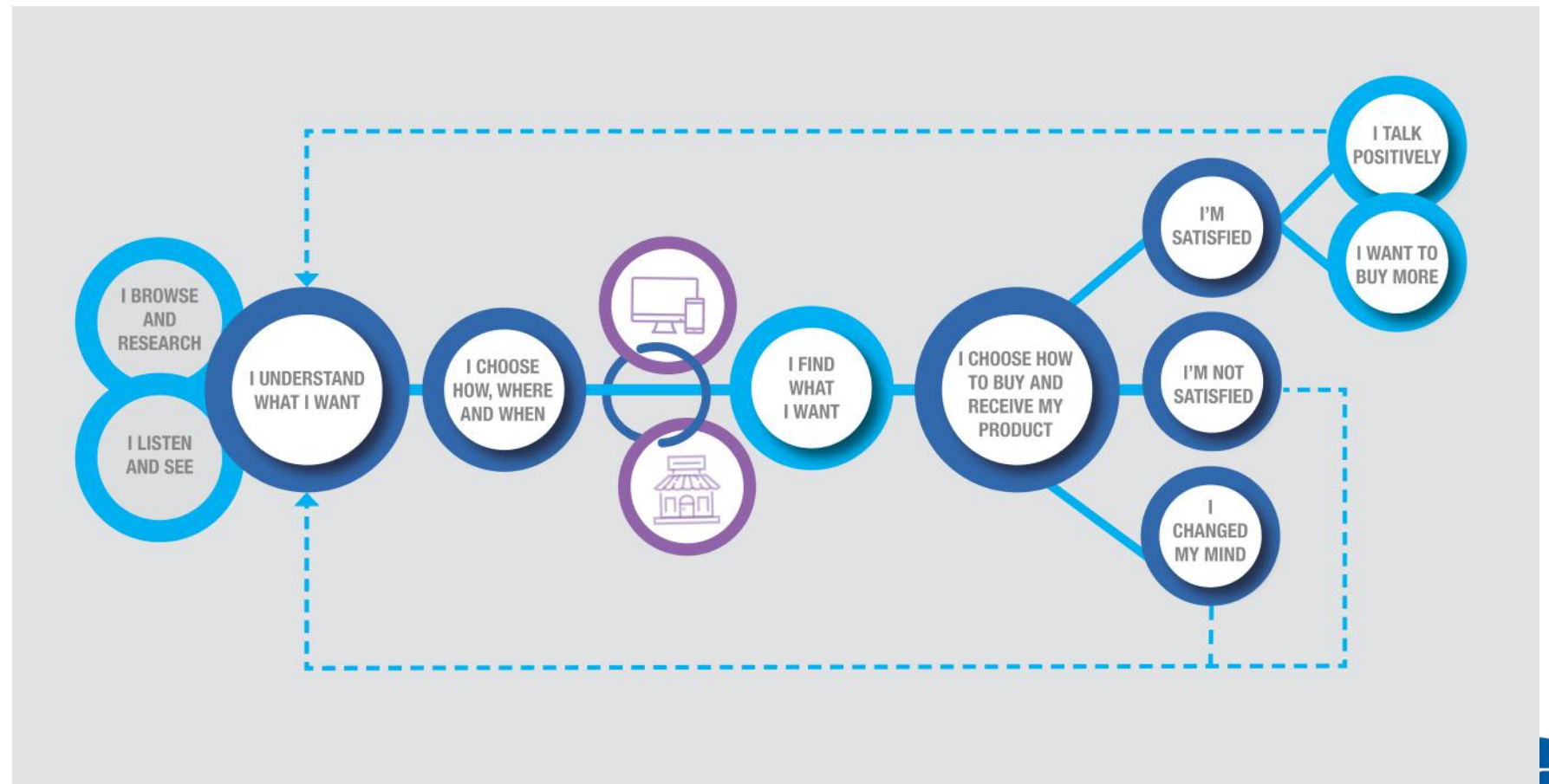
Digital
Platform

Talent and
Best Practice
Support

Brand
Products and
Customer
Experience

Aligning Online and Offline through Talent

- Clear focus on the Customer Journey. Shared by everyone.



Keeping fit for the challenges ahead

How do you
keep all
touchpoints
consistent?

How do you
measure cross
channel
productivity?

How do you
keep
organization
nimble?

How do you
develop new
skills and
competencies?

How do you
onboard the
Next
Generation?



Thank You