Center for Spatial Business

About the Speaker

Dr. Lawrence Joseph, KFC Franchise Development Manager, Western US

Dr. Lawrence Joseph is an expert in Business Geography, earning a Ph.D. from Arizona State University, and M.A. from Kent State University. He has nearly 15 years of experience as a business practitioner providing leadership in the realm of locational intelligence. He joined KFC in October 2016 to lead the Market Planning team and became the Franchise Development Manager for the Western U.S. in 2019. Currently, he works with more than 75 KFC franchisees to help create store deployment market strategies and the associated site selection process, and to guide projects through the Pipeline process to store opening. Previously, he led the Real Estate Strategy function for West Marine and was a Real Estate Research Analyst with PetSmart. Lawrence has also been a facility associate and adjunct professor. He is a recognized author and speaker, and previously served as the Chair of the Business Geography Specialty Group of the Association of American Geographers.

2019-20 Speaker Series

The Role of Big Data in Retail Location Decision Making

Tuesday, November 12, 2019
5:30 p.m. – 7:30 p.m.

**Doors open at 5:30 p.m. for dinner followed by Presentation at 6:15 p.m.

University of Redlands Main Campus
Casa Loma Room

Spatial thinking coupled with the application of Big Data provides a differentiated advantage when influencing the decision making process concerning locational deployment. In an ever-increasingly competitive retail environment, including from e-commerce, retailers with brick-and-mortar locations must take advantage of the great amount of available external and internal data in order to make the best decisions possible surrounding their physical assets. This talk will highlight and provide examples from a retail practitioner perspective of how Big Data is being utilized to create predictive models that support crucial business decisions on locations. The discussion will center on applications and best practices for market research, influencing techniques, and the associated evaluation of individual sites. In particular, the application of massive mobile data and psychographics will be discussed.

Learn more about the Center for Spatial Business

www.redlands.edu/CSB

Scan QR code or click here to RSVP by November 6, as seating is limited

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