

Power Forward: Innovative Approaches to Market Dynamics





Mary Do

Mary Do is the Sr. Manager, EDI Client Success at VertexOne. Mary has been in many industries working with EDI, leading her to the deregulated retail and wholesale EDI for the past 18 plus years. She leads the VXexchange team from mapping, technical support, project implementations, project migrations, and working directly with clients.

“No matter what the day looks like when I go to work, when I see us providing the services that our clients need and they are satisfied with what we have to offer, makes my day.”



Any seafood lovers in the room?



Damola Adamolekun - CEO, Red Lobster



“Endless Shrimps, stressed out the kitchen, the servers and hosts and ends up creating a lot of chaos”

“My life is my work. My work is my life”

“My 35 might be different than someone else's 35”



Three Key Principles from Damola



**Leadership &
Industry
Transformation**



**Brand &
Customer
Loyalty**



**Pricing Pressure
& Consumer
Behavior**





"We provide fair, easy-to-understand products that empower you to have meaningful conversations with your customers—because today, customers want to fully understand what they're committing to."

-Blake Buell, COO



The Three Key Principles translate to Retail Energy Industry



Leadership and Industry Transformation

Those who successfully integrate sophisticated pricing strategies, enhanced customer engagement, and innovative leadership approaches – will be best positioned to thrive in an increasingly competitive and complex marketplace.



Brand & Customer Loyalty

With suppliers providing innovated solutions, trusted brand, and great customer experience, this helps promote brand loyalty.



Pricing Pressure & Consumer Behavior

Success requires implementing sophisticated demand forecasting systems and dynamic pricing models that can adapt to market conditions while maintaining profitability.





**How are you Innovating Approaches
to Market Dynamics?**



THANK YOU

**“Building a Resilient Community Through
Collaboration and Innovation”**