

THE HUMAN VOICE OF RETAIL

2027

Ron Thurston

KEYNOTE SPEAKER

WORKSHOP FACILITATOR · PODCAST HOST

TWO-TIME #1 BESTSELLING AUTHOR

Ron Thurston brings 30+ years of executive retail leadership, frontline expertise, and storytelling power to every stage.

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He Didn't Study These Brands. He Ran Them.



LED TEXAS RETAIL

The Store

Every detail is intentional. The store is the campaign.



LED US VISUAL MERCHANDISING

The Scale

Hundreds of stores, one experience. The floor has to say the same thing everywhere, every day.



LED AMERICAS RETAIL

The Price

Luxury never defends its price. The story does the selling.



LED US RETAIL

The Standard

Write the standard down so it survives when the founder leaves the room.



CREATED THE MODEL, LED US RETAIL

The People

A digital brand that bet on people. Hire for the conversation, train ten minutes a day.

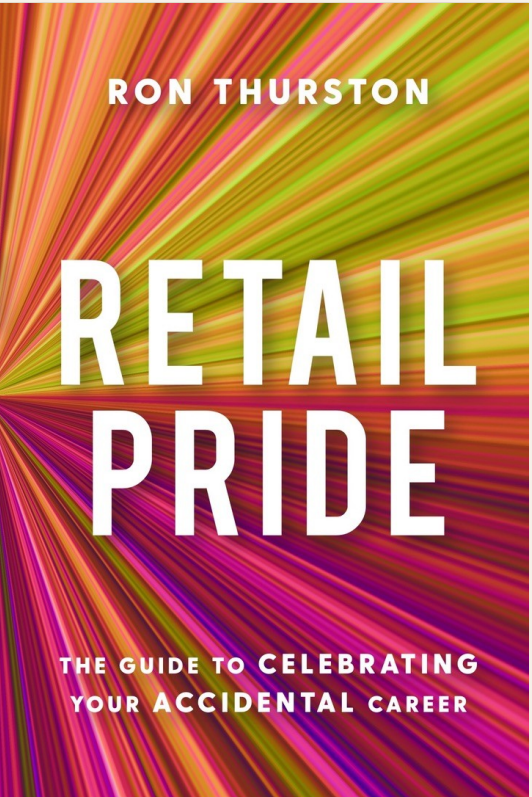


LED ALL US RETAIL

The Edit

Authority comes from what you choose to put on the floor, not how much.

#1 BESTSELLING AUTHOR



2020

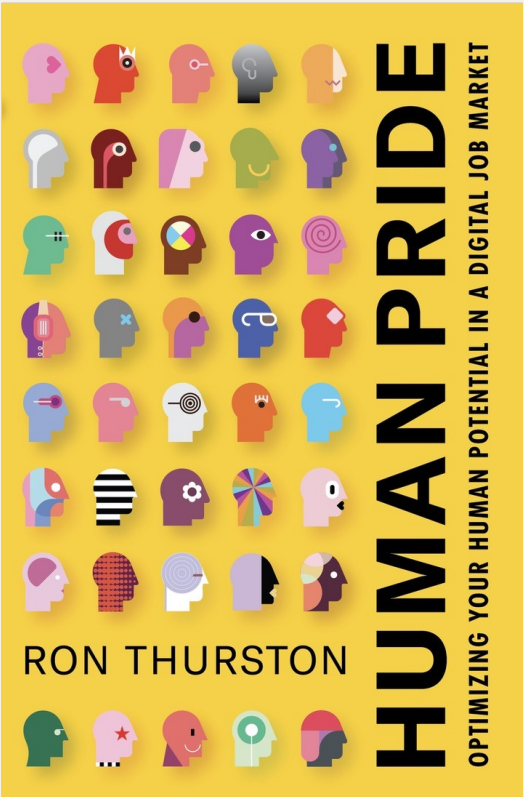
RETAIL PRIDE

The Guide to Celebrating Your Accidental Career

A powerful tribute to the millions who've found unexpected purpose in retail — redefining what it means to work in stores with heart, hustle, and humanity.

#1 BESTSELLER · CAREER & LEADERSHIP

Available on Amazon and major retailers



2025

HUMAN PRIDE

Optimizing Your Human Potential in a Digital Job Market

A bold, human-first guide for the future of work — helping readers own their value, lead with empathy, and thrive in an era shaped by automation and constant change.

#1 BESTSELLER · LEADERSHIP & THE FUTURE OF WORK

Available on Amazon and major retailers

A TRUSTED VOICE ON GLOBAL STAGES

Keynotes and leadership sessions for global brands, technology companies, and major industry events.



CLIENTS & EVENTS INCLUDE:

Apple • Microsoft • IBM • Primark • J.Jill • Boot Barn • Richemont Group (Montblanc and Vacheron Constantin) • NRF (National Retail Federation) • Shoptalk and eTail • Starboard

RECOGNITION:

NRF Retail Voice *(2025 & 2026 classes)*

Top 100 Retail Technology Influencer, *4 consecutive years*

RETHINK Retail Top Retail Expert, *5 consecutive years*

Two-Time #1 Bestselling Author

31K LinkedIn • 13K Instagram *followers • 1.4M impressions*

Host of Retail in America *Season 3*

Boot Barn's First Outside Keynote



700+ store, district, and regional leaders in one place

600 store managers in a two-hour keynote workshop

1st outside keynote speaker in Boot Barn's history

“Exactly what the group was needing.”

JAMEY BOOZE · SVP OF HUMAN RESOURCES, BOOT BARN

“Ron Thurston delivered one of the most memorable keynotes we’ve ever had. His message was clear, authentic, and deeply resonant. Months later, I still hear from leaders who point to his talk as a defining moment — one that truly left its mark.” JAMES AVERY ARTISAN JEWELRY

Five Subjects, Built for Your Audience

01 **5 Brands, 5 Lessons**

What Ron learned leading Apple, Saint Laurent, Tory Burch, Bonobos and Intermix

02 **HUMAN PRIDE**

Optimizing human potential in a digital job market

03 **The Future of Frontline Work**

What's changing, what's not, and why employee experience drives performance

04 **Leadership Through Change**

The new operating model for retail leaders

05 **The Human Edge in the Age of AI**

Why AI makes great people more valuable, not less

Every talk is custom built for your audience, industry, and goals.

LET'S BUILD SOMETHING MEMORABLE

Bring Ron to Your Stage

The future of retail will be led by the people who know how to lead humans through change.

BASED IN

Miami, Florida

Available for events worldwide

FORMATS

**Keynote · Half-day · Full-day ·
Executive immersion**

CONTACT

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Every program starts with your culture and ends with your values on the floor. Add-ons: a book for every attendee · on site for the full event.

START A CONVERSATION

CONVERSION-OMICS.COM