



## Juli Lassow

Founder & Principal  
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“If product businesses want to thrive in these uncertain times, they must partner with amazing suppliers who share their core business values.”

✓ **Supplier Relationships**

✓ **Sourcing**

✓ **Merchandising**

✓ **Inventory and Analytics**

## BIO

An accomplished retail executive with nearly 20 years of experience, Juli is the founder and principal of JHL Solutions, a strategic sourcing consultancy that helps retail businesses navigate the complex world of global sourcing.

Juli's area of expertise is supplier relationship management and how it can be a differentiating factor in today's ever-changing retail landscape.

Before establishing her business, Juli held several progressive leadership roles at Target Corporation. She holds a B.A in Economics and Math from Concordia College, Moorhead, MN.

**J|H|L**  
solutions

## TOPICS

### **01: Retail Disruption & Sourcing of the Future**

Forward-looking suppliers are using new strategies and technology to do business. Learn all about these exciting new approaches and see how they can help your company prosper, even as retail continues to re-invent itself.

### **02: Supplier Partnerships (Dating for Business)**

Suppliers are a driving force that help bring your products and services to life, but how often do we take time to cultivate these crucial relationships? Discover how "must haves," "can't stands," and mutual feedback can help supplier relationships endure and make steady progress.

### **03: Retail Readiness for Suppliers**

Are you thinking about competing in the big box? Not every consumer brand wants to find a home at a mass-market retailer, but if your goal is to go big, here's how you can position your business to do mass, totally first-class.

### **04: Supplier Vetting & Onboarding**

You know you need to add a few more suppliers to the mix, but you're not sure how to get the ball rolling. Here are the first things to do in your search for a supplier, so that you can strengthen your bench with total assurance.

### **05: Supplier Matrix Development & Elevation**

How do you create an environment where suppliers will be able to deliver for your business time after time? You begin by building a matrix to assess how your suppliers are doing on key metrics. Find out how to design, develop, and use this essential tool.