

2026 RETAIL LEADERSHIP DEVELOPMENT STUDY

Sponsorship Overview

**Partner with the research defining how
retail will lead next.**



WHY PARTNER WITH THE STUDY

The Retail Leadership Study is becoming the industry benchmark for how leaders think, work, and evolve inside a rapidly changing landscape.

In 2025, the Study reached more than 3,000 senior leaders and included insights from 621 respondents across the U.S. and global markets.

The **2026 Study expands to 1,200+ leaders worldwide**, offering the most complete view of what retail leaders need, value, and expect in the years ahead.

A sponsorship puts your brand at the center of that conversation — in front of executives, operators, people teams, and decision-makers driving culture and performance across the industry.

SPONSORSHIP LEVELS

PINNACLE PARTNER - \$8,500

PURCHASE

Lead the conversation. Shape the narrative.

Designed for brands who want to influence executive thinking at scale.

Includes:

- Two-page editorial feature
- CEO/Founder spotlight
- Branded insight or chart
- Guest interview on Retail Leadership with Steve Worthy Podcast
- Feature in launch announcements + press
- Custom email to 7,500+ senior leaders
- Priority speaking opportunity with The Campus
- Placement in the post-launch video narrative
- Invitation to private executive roundtable
- Quarterly early-access briefings
- 7 - Seats inside The Campus – our leadership community

Best For: Category leaders and brands positioning themselves at the forefront of retail's next era.

STRATEGIC PARTNER - \$5,500 [PURCHASE](#)

Meaningful visibility with substance.

Includes:

- Half-page feature or branded data insight
- Logo placement in the report + Worthy Retail sites
- Inclusion in newsletters + LinkedIn launch
- Early access to findings
- Private sponsor briefing
- Optional 60-second spotlight during launch
- 4 – seats inside The Campus – our leadership community

Best For: Brands seeking strong presence across store, field, and HQ leadership audiences.

CONTRIBUTOR PARTNER - \$2,500 [PURCHASE](#)

Smart visibility with lasting presence.

Includes:

- Logo placement in the 2026 Study
- Recognition in launch content
- Pre-release insights briefing
- Optional rotating web placement
- 2 - Memberships inside The Campus, our Leadership Community

Best For: Emerging companies looking to build credibility and awareness with senior leaders.

TWO WAYS TO MOVE FORWARD

1: Purchase Sponsorship Above or

2: Book a Meeting with Steve [CONTACT US](#)

THE INDUSTRY IS SHIFTING. LEAD THE CHANGE.

Partnering with the 2026 Retail Leadership Study isn't just brand visibility — it's strategic impact.

You help inform the insights, elevate the conversation, and shape the leadership standards our industry will rely on next.

Let's build it together.

PINNACLE PARTNER - SAMPLE PAGE

Pinnacle Partner placement is designed to feel editorial, not promotional.

Your pages sit within the core narrative of the study and read like leadership perspective pieces. They give you space to share a CEO or Founder point of view, connect your insights directly to the data, and signal credibility and executive relevance through thoughtful design.

This is where you help shape how leaders interpret what the data means, while demonstrating a clear commitment to developing stronger, more capable retail leaders.



From Thomas Masson

Thomas Masson is the Chief Executive Officer of The Company, a global organization known for transforming how retailers operate across stores, field teams, and corporate environments.

With more than twenty years in international retail, Thomas has led through market disruption, large scale digital transformation, and the evolution of customer expectations across multiple regions.

Before leading The Company, Thomas held senior strategy and operations roles across the United States, Europe, and the Middle East. His leadership is grounded in the belief that strong organizations are built by leaders who can think clearly, communicate with conviction, and execute consistently in high pressure environments.

Under his direction, The Company has become a preferred partner for retailers seeking operational clarity and sustainable performance.

Company

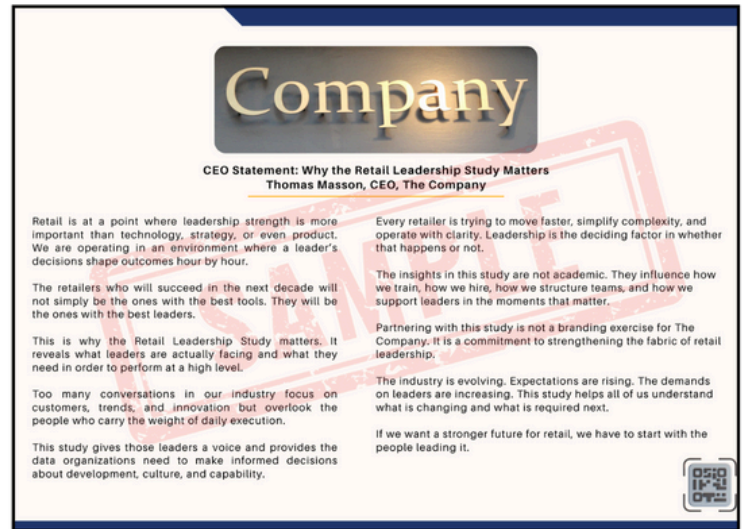
About The Company

The Company is a retail operations and workforce intelligence partner that helps retailers strengthen performance at every level of the organization.

They specialize in decision support platforms, store execution tools, and leadership enablement systems that give retailers real time visibility into what is working and what requires attention.

The Company's technology and insights are used by mid sized and enterprise retailers across apparel, big box, beauty, and specialty categories.

By integrating operational data with leadership behavior insights, The Company helps retailers build stronger leaders, more effective teams, and more resilient organizations.



Company

CEO Statement: Why the Retail Leadership Study Matters

Thomas Masson, CEO, The Company

Retail is at a point where leadership strength is more important than technology, strategy, or even product. We are operating in an environment where a leader's decisions shape outcomes hour by hour.

The retailers who will succeed in the next decade will not simply be the ones with the best tools. They will be the ones with the best leaders.

This is why the Retail Leadership Study matters. It reveals what leaders are actually facing and what they need in order to perform at a high level.

Too many conversations in our industry focus on customers, trends, and innovation but overlook the people who carry the weight of daily execution.

This study gives those leaders a voice and provides the data organizations need to make informed decisions about development, culture, and capability.

Every retailer is trying to move faster, simplify complexity, and operate with clarity. Leadership is the deciding factor in whether that happens or not.

The insights in this study are not academic. They influence how we train, how we hire, how we structure teams, and how we support leaders in the moments that matter.

Partnering with this study is not a branding exercise for The Company: It is a commitment to strengthening the fabric of retail leadership.

The industry is evolving. Expectations are rising. The demands on leaders are increasing. This study helps all of us understand what is changing and what is required next.

If we want a stronger future for retail, we have to start with the people leading it.

STRATEGIC PARTNER - SAMPLE PAGE


These pages show how a solution fits into the real challenges leaders are navigating today.

Clean visuals, concise messaging, and clear calls to action make it easy for leaders to understand what you do and why it matters.

Your brand is positioned as a practical contributor to leadership development, aligned with execution, growth, and real-world impact.


The Vexlytix Blueprint

Built for AI, Ready for Retail




Real-time Insights

Smarter decisions powered by real-time intelligence




True Omni-channel

Break data silos, unify online and offline




AI-Ready

AI built-in, not bolted on later




Adhoc Reporting

Instant answers, no more waiting on reports



Most analytics tools add AI as an afterthought. We build with AI at the core.



Scan & get your **FREE** AI-Readiness Score



SUPERMARKET

DARKSTORE

Darkstore used for online operations



NETCONV
Shop

Software for perishables management to Darkstores, with expiration date in real time on Ecommerce and Marketplaces, allows to reduce prices, as they approach maturity, boosting your turnover while reducing waste.



Use the Qr Code to access our website

<http://netconv.com>



Better pricing on turn over



New software category on Last Mile





















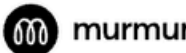

Higher quality connection between supply and demand

STRATEGIC PARTNER - SAMPLE PAGE

Contributor placement is designed to establish presence and alignment, without overstatement.

Your company placement signals support for the study and alignment with the leadership issues retail leaders are navigating, while providing clear brand visibility within a trusted industry resource.

This is an ideal way to be part of the leadership conversation, demonstrate commitment to the retail community, and build familiarity with senior leaders—without needing to take a lead editorial role.

 Anchor	 Revi	 Sonder	 NIO
 piio	 Kion	 logitech	 Wirepas
 percy	 radicle	 KAIYO	 uMake
 ably	 Collibra	 Abstract	 Lithic
 Dala	 LURO	 murmur	 teal