

How Domino's Built a Nimble, Innovative Culture



AMBER GADSBY

- Innovation is in the Domino's DNA. As the pioneer of pizza delivery since 1960, Domino's continues to reinvent itself 60+ years later by embracing the belief that the brand is a perpetual "work in progress." From its bold pizza turnaround in 2010, to its digital transformation, from online ordering to the Domino's Pizza Tracker®, Domino's spirit of embracing innovation drove it to become the #1 pizza company in the world.
- Amber will discuss how the foundation of Domino's success starts with a culture that embraces change, where failure is an option and the "done is better than perfect" philosophy reigns. We'll discuss how to apply that learning to your organizations and lives to thrive in future disruptions.

Amber Gadsby is the Director of Digital Retail Innovation for Domino's Pizza, and is a proven leader in disruptive marketing, e-commerce, innovation, and product management. In her current role, she elevates digital retail customer and employee experiences. Recent results include the launch of Domino's Pie Pass, Domino's Carside Delivery™ Guarantee, employee utility mobile apps, and self-driving pizza delivery testing. While Digital Marketing Director she played a key role in Domino's ecommerce transformation and was named to AdWeek's Creative 100 list and Ad Age's Creativity 50 list. Amber is a passionate, creative change agent that drives results, a compelling vision, and advocates for her team.

WEDNESDAY, NOVEMBER 10, 2021

6:00 DINNER / NETWORKING IN PERSON | 6:30 P.M. MEETING / ZOOM / PROGRAM

PLEASE REGISTER AT WWW.NOVI-ABWA.ORG/EVENTS

NO COST TO ATTEND ZOOM | \$15 TO ATTEND IN PERSON (INCLUDES DINNER)

LIVONIA CHAMBER OF COMMERCE OFFICE

33300 FIVE MILE ROAD, LIVONIA, MICHIGAN (NE CORNER OF FARMINGTON ROAD)

THE AMERICAN BUSINESS WOMEN'S ASSOCIATION WELCOMES ALL WOMEN AND MEN AS MEMBERS. WWW.ABWA.ORG.
QUESTIONS? E-MAIL PROGRAM CHAIR MARCIA GREEN AT NOVIOAKSABWA@GMAIL.COM