



Jeff Buchanan
Founder & CEO

“In the future, a store's success will depend upon creating a frenzy.”

Whether he's talking about the future of shopping or, taking a look back at the highly successful sales consultancy he's built, it's clear Jeff's knowledge of retail is unmatched. Over his nearly 30-years leading JL Buchanan, this sales savvy executive has logged hundreds of thousands of miles (65 trips to Asia alone) in search of the wonder and WOWs that has delighted Target and its guests, season after season. As for what's ahead, this forward thinking CEO is convinced traditional retailers will have to create a new kind of frenzy in-store to win the current brick or click war. But, he has no doubt, JLB will be in the thick of it, creating shopping experiences so entertaining, so surprising and so rewarding, it converts even the most laptop loyal. These days, among other things, Jeff shares his considerable insight on an ad hoc board designed to help small businesses succeed in today's challenging retail environment.