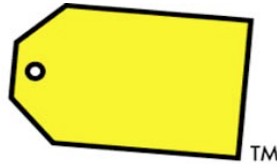


“Failures and Successes of Best Buy’s Innovation”



BEST BUYTM

Executive Biography

Rick Rommel

*Senior Vice President, General Manager
New Business Solution Group*

“Failures and Successes of Best Buy’s Innovation”

1. What's the next source of top-line growth?
2. What does each of Best Buy's many brands stand for?
3. How can he build better customer relationships?
4. How does technology affect our company’s lifestyle?

Retail used to be all about location, location, location. Now it is about innovation, innovation, innovation.

“Best Buy’s Tailored Approach”

- To sustain the company’s growth Best Buy had to create tailored approaches to innovation that enabled individual contributors to use their unique ideas, experiences and insights to drive localized growth. To do this the company had to move from a culture where our employees have opportunities to share to one where it’s their obligation to move their ideas in support of growth.

Sharing Innovation Experiences

Follow Best Buy as they share their innovation timeline from product-centric to customer centric, lab stores, empowered employees through new growth opportunities.