TALK
Q+A

FOREVER INNOVATING

VIC BAGERIA,
CEO & CVO AT XPANDRETAIL POWERED BY SÀVANT

HOW DID THE COMPANY GET STARTED?
It all started out, back in 2000, with me knocking on the front doors of today's well-known key players in the Retail Market. Rejection was at every corner, but it did not stop me from pursuing my dream for delivering my innovation. People counting wasn't seen as a solid investment back then for retailers, but moving forward couple of years – the same key players in the retail market came knocking on my door for my solutions. Retailers were coming around to the fact that people counting technology was going to help them understand the foot traffic of each of their locations – in turn, help to make better business decisions down the line. I started off with a small team of four, in Bur Dubai, working around the clock to develop a newer - better platform to which would be useful for retail businesses. Now coming up into the years where the market was struggling with real estate – my tech solutions were guiding businesses on the proper track for business expansion – the proper locations where the foot traffic was high, where their business will have a success rate, product placement within the business to draw in customers, and defining the customer shopping journey within their business. Now, coming into the past couple of years – I have been able to build an organization with a growing team of 25-30, where not only is my company a home-grown

↓ **Holiday Inn Dubai** Al Barsha, is a 309 room 4-star Deluxe Hotel located on a prime thoroughfare, Sheikh Zayed Road, in the heart of Dubai, in the locality of Al Barsha

entity in Dubai – but also a name which is on the tip of every local C-Level Retail Executive.

WHERE DO YOU SEE IT GOING OVER THE NEXT FIVE YEARS?
In the next five years, I see my company delivering a resolution which will sync online and brick-and-mortar platforms, a solution which will lead retailers to attaining a clearer perspective on the customers path to purchase for decades to come.

HOW DO YOU ENCOURAGE CREATIVE THINKING WITHIN YOUR ORGANIZATION?
In my experience, if people are given the time and opportunity to express themselves, the ideas and insights they put forward are truly eye-opening -- especially if it's a topic they're passionate about. But it's important to remember that creative thinking doesn't need to be big to be better. In fact, we're reluctant to attach any kind of label, definition or parameter to the concept of creativity. Creative thinking serves as a catalyst; it inspires us to engage in conversation and analysis, and to assess all that might be possible.

HOW DO YOU MAKE DECISIONS?
80% Execution (do it) | 15% Position (stick to it) | 5% Strategy (plan it)

WHAT DO YOU ENJOY THE MOST ABOUT WORKING AT YOUR COMPANY?
At Xpandretail powered by Sàvant, seeing the staff taking accountability for their own tasks and by being empowered to go above and beyond. I get this overwhelming feeling of excitement that I am not only witnessing my company grow as a brand, but I am first hand experiencing the growth of each member in my organization from a personal level and professional level - empowering and developing their skill sets.

CAN YOU NAME A PERSON WHO HAS HAD AN IMPACT ON YOU AS A LEADER?
My late father is my inspiration in my journey to success, not only in words but also through his notable deeds. With such an impact from my upbringing, I have been able to visually, mentally and emotionally perceive each opportunity in life which I come across through a different set of eyes compared to others, leading me to the right successful path in business.

WHAT ADVICE WOULD YOU GIVE TO SOMEONE GOING INTO A LEADERSHIP POSITION FOR THE FIRST TIME?
On the journey of becoming a leader you must always value and develop relationships as this will lead you to the next level of growth where you would need to learn to take council from your courage, and not your fear. Believing in yourself will carry your further in life and create better opportunities which will help you lead those entrusted to you. CEO