

THAT MAKES CENTS



Introducing That Makes Cents

Host: Bobby Stephens, principal, Deloitte Consulting LLP

Bobby Stephens: The consumer industry is in constant disruption, and we know it will never be the same again. To compete today, longstanding players, newcomers, and everyone in between all need to keep up with the latest trends.

But that's hard to do when we've barely got time to sit down for coffee, let alone read a detailed, data-rich report. Like most consumers today, I want my info fast, and I want to be able to understand it without a buzzword interpreter.

That's why Deloitte is launching our new podcast, That Makes Cents, cents with a c, of course.

Each episode, you'll get to listen in on a real conversation between an industry leader and a subject-matter expert as they break down topics like consumer behavior, tech innovation, data privacy, retail trends, and more.

I'm your host, Bobby Stephens. I've spent the past 20 years living and breathing retail and e-commerce—working in stores, as a consultant, and as a co-founder of a digital-native startup that's still in business today. My work has taken me around the globe and back to Deloitte, where I am currently a partner focusing on this space.

I've developed a sense of what's what in the industry, and I'm thrilled to have expert guests share their thoughts on it as well. So tune into That Makes Cents, as we try to make sense of the rapidly changing consumer industry.

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