



**Greg Smith**  
*CEO*  
**GS Retail Services**

**Greg Smith** is the founder and CEO of GS Retail Services – a complete marketing communication, design and production firm that focuses on retail. GS Retail Services develops effective visual, brand and marketing strategies for both national and regional retailers and product marketers. GS Retail Services has developed effective and complete Hispanic merchandising strategies for specialty retail that targets this core demographic.

**TUESDAY, July 29, 1:30 p.m.**  
**Retailing Track – Concurrent Session 2A**  
*Hispanic Merchandising Strategy in Specialty Retail*



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