

OMNICOMMERCE LEADERSHIP CERTIFICATE

Program Description

Modern shoppers are increasingly drawn to retailers and brands who deliver integrated, personalized experiences across every touchpoint. In today's connected commerce ecosystem, companies that struggle with disconnected systems, outdated technology, and friction-filled customer journeys are left behind.

Omnichannel commerce is rapidly becoming the essential framework for retailers and brands aiming to deliver seamless customer experiences with measurable performance at each point of engagement. Forward-thinking companies are increasingly integrating their stores, digital platforms, marketplaces, and fulfillment operations to create cohesive experiences that meet customers wherever they are. Embedded within this ecosystem, retail media – featuring inventory-aware search, targeted onsite and offsite advertising, and intelligent in-store displays – enables retailers to personalize discovery, drive conversion, and measure outcomes throughout the entire customer journey.

To address this critical evolution, Cornell University has partnered with the CPG Guys and leading industry visionaries to create OmniCommerce Leadership. This immersive experience brings together thought leaders and renowned Cornell faculty to share best practices for building integrated commerce platforms that put customers first.

By the end of the program, you will have gained a comprehensive understanding of the unified commerce ecosystem as well as how Retail, CPG and service providers can accelerate transformation and build a frictionless future.

Key Takeaways

- Analyze customer needs and preferences to deliver personalized, timely shopping experiences that build lasting loyalty and drive business growth
- Architect comprehensive omnichannel commerce ecosystems that unify customer touchpoints and business operations
- Strategically leverage retail media to sell merchandise and drive revenue growth while enhancing customer experiences throughout the purchase journey
- Examine digital transformation initiatives that integrate technology, operations, and customer-facing platforms
- Drive organizational change toward customer-centric retail models that position companies for future market leadership
- Align tech investment with ROI-driven goals and discover how retailers and CPGs are applying technology and AI to improve efficiency and drive growth
- Challenge existing paradigms and cultivate an environment for joint value creation with your stakeholders
- Build your network through collaboration with Cornell faculty, industry experts, and fellow senior executives facing similar strategic challenges

What You'll Earn

- OmniCommerce Leadership Certificate from Cornell SC Johnson College of Business

- 36 Professional Development Hours (3.6 CEUs)
- Clock Hours: 22

Who Should Enroll

- Senior executives in retail, CPG, and FMCG organizations
- Chief Customer Officers, Chief Marketing Officers, and Chief Digital Officers
- VPs and directors of sales, marketing, and merchandising
- General managers leading omnichannel transformation
- Transportation and logistics executives
- Brand leaders driving customer experience initiatives
- Retail professionals focused on media and advertising strategy

Total Investment

- 1 week (in-person) to complete all the courses

How to Enroll

For more information on how to enroll, please visit OmniCommerce Leadership Certificate. (<https://ecornell.cornell.edu/certificates/financial-management/omnicommerce-leadership/>)

Program Requirements

Code	Title	Hours
Required Courses		
eCornell DYSIP!	OmniCommerce Leadership	