

HeadCount

Mark Ryski

Speaker Profile –2026

- Three-time book author
- Nonfiction Authors Association 'GOLD WINNER'
- RETHINK Retail TOP RETAIL EXPERT 2025 & 2026
- Eight-year RetailWire Expert Panelist
- Founder & CEO, HeadCount Corporation
- Retail analytics expert
- Speaker & Guest Lecturer



SPEAKER BIO



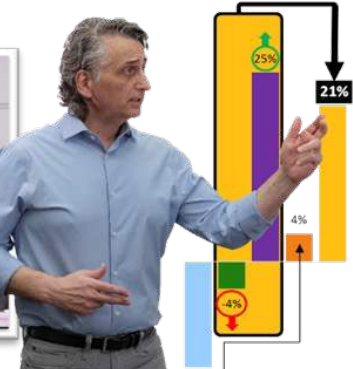
Mark Ryski (pronounced 'Risky')

Mark is the recognized authority on store traffic and shopper conversion. He is the author of ***When Retail Customers Count***, the first book ever written dedicated to the study of store traffic, and ***Conversion: The Last Great Retail Metric***. His third book, ***Store Traffic Is a Gift*** released on September 30, 2025. In 2026, the book was awarded 'GOLD WINNER' by the Nonfiction Authors Association.

His insights are featured in leading business and retail publications, and he has been a 'BrainTrust' contributor and expert panelist on RetailWire.com since 2018. He was named a RETHINK Retail TOP RETAIL EXPERT in 2025 & 2026.

Mark is also the founder and CEO of HeadCount Corporation. For over twenty years, he has helped retailers—from independent stores to large chains in more than twenty countries—understand their store traffic and help convert more visits into sales.

Mark has extensive experience speaking at conferences, seminars and events.



SPEAKING TOPICS

Why Store Traffic Is Today's Most Overlooked Retail Opportunity. Store traffic isn't just a metric—it reflects nearly every decision a retailer makes. In an era shaped by AI, inflation, and shifting shopper expectations, traffic data is more vital than ever. Mark Ryski brings 20+ years of hands-on experience and data-driven insight to help retailers turn store visits into measurable results. **His clear, candid delivery makes him a compelling guest across formats.** Below are high-impact questions and topics for media, podcasters, and event organizers to explore with Mark.



RELEVANT TOPICS

- Retail Customer Service & Store Experience
- Retail Store Sales Performance
- Store Labor Management & Productivity
- Retail Marketing
- Retail Analytics & Applying Insights
- Store Traffic Counting & New Technologies
- AI & the Future of Physical Stores

QUESTIONS

- What did the pandemic teach us about store traffic?
- Why is store traffic a precious, non-renewable resource?
- Why is store traffic data among the most critical in the sea of data retailers collect?
- How can store sales be up even if store traffic is down? And vice versa?
- How do sales results obfuscate true store performance?
- How can every retailer improve in-store conversion rates?
- Why are most retailers scheduling their labor wrong and how can they do it better?
- How can retailers identify Super Converting stores and why are these stores so critical?
- How virtually all operational decisions connect to store traffic?
- Why does the future of brick-and-mortar retailing look bright – despite pandemics, inflation, and tariffs?

MARK'S NEW, AWARD-WINNING BOOK

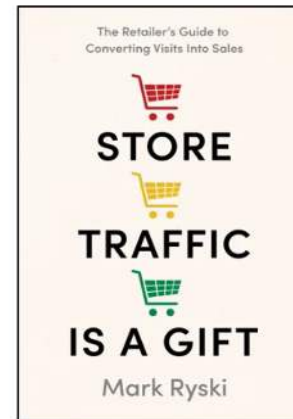
"Store Traffic Is A Gift is a must-read for store owners, retail managers, and sales employees."



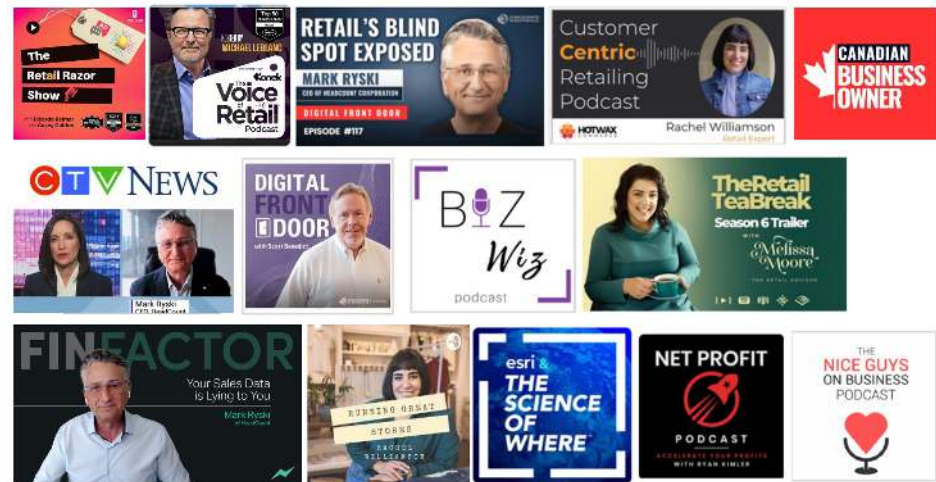
"New Book from Mark Ryski Unpacks Store Traffic Value"



*"Mark's perspective stands out for its practicality... that makes **Store Traffic Is a Gift** a critical read for everyone in retail." Neil Saunders, Managing Director, GlobalData*



Podcasts & Interviews



RCCSTORE25

June 3-4, 2025

Store Traffic Is a Gift – Making Every Visit Count in Uncertain Times

Tuesday, June 3
1:45 PM - 2:30 PM EST

Concurrent Theatre A

Join retail analytics expert and author Mark Ryski in this must-see session as he shares insights from his latest book, *Store Traffic Is a Gift: The Retailer's Guide to Converting Visits into Sales*. Discover strategies to bridge the traffic-conversion gap, adapt to post-pandemic shopping patterns, and leverage store traffic data for operational efficiency. Learn how leading retailers are improving in-store conversion through better data, training, and discipline. Don't miss this opportunity to transform store visits into sales amidst shifting consumer behavior and economic uncertainty.

Sponsored by:

HeadCount

Speaking:



Mark Ryski
Founder & CEO
HeadCount
Corporation



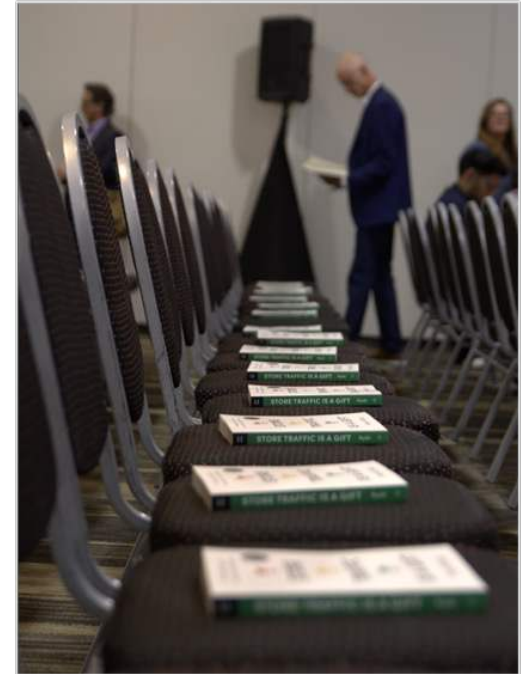
"It was a pleasure working with Mark as part of our STORE Conference. He was incredibly well-prepared, collaborative, and generous—providing complimentary copies of his book to attendees...feedback we received was very positive. We're grateful for his contribution to the program and to our audience."

Michelle Ribout
Vice President, Education and Partnerships
RETAIL COUNCIL OF CANADA

Mark Ryski – Speaker Profile

RCCSTORE25

Clint Mahlman,
President & COO of London Drugs
Introducing Mark at RCC STORE 25



SPEAKING – NextPoint, RCC & More

SPEAKING ANNOUNCEMENT

I appreciate the invitation to keynote at the

COSTCO WHOLESALE
Canadian National Warehouse Managers Conference

Gatineau, Quebec
on February 10









SPEAKING ANNOUNCEMENT

I look forward to delivering two guest lectures at the

 **UNIVERSITY OF ALBERTA**
ALBERTA SCHOOL OF BUSINESS

Edmonton, Alberta
on January 30







Thank You!

 **COSTELLO COLLEGE OF BUSINESS**
George Mason University

It was an honor to deliver the final keynote at the 4th Annual **Retail Summit** hosted by Center for Retail Transformation.













SPEAKING ANNOUNCEMENT

I look forward to speaking at the

 **Society of Saint Vincent de Paul**


2026 Annual National Formation

Halifax, Nova Scotia
on June 26







CONTACTS – Availability & Booking



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Available for:

- Media Interviews
- Podcasts
- Panel discussions
- Op Ed submissions
- Keynotes & speaking engagements