

AI FOR GOOD:

How Placer.ai Supports Strategic Placemaking in a Post-Covid World

with Caroline Wu and Tomer Shoval from Placer.ai

MONDAY
MARCH 10, 2025

Dinner at 5:30 p.m.
Talk 6:15 – 7:15 p.m.

University of Redlands, Casa Loma Room
1230 E Brockton Ave, Redlands, CA 92374



RSVP by March 7
tinyurl.com/placerai2025

Have you ever wondered what has truly shifted post-Covid and what was just temporary? Which shopping behaviors shifted, and which remained the same? Did entire populations move away from downtowns, or are they coming back with a vengeance? Is the retailpocalypse really occurring or is it just a headline grabber? The vibrant cities of tomorrow require nimble and strategic approaches to development and creative reuse. Come join Caroline Wu, Director of Research at Placer.ai and Tomer Shoval, VP Growth and Incubation, as they highlight applications of this powerful, cutting-edge technology and provide their insights and predictions on shifts in consumer behavior in light of migration patterns, return to office mandates, and adaptive reuse and redevelopment of malls five years post-p-



ABOUT CAROLINE WU, DIRECTOR OF RESEARCH

Caroline brings expertise in retail, CRE, entertainment, media, CPG, and tourism, and specializes in synthesizing broad datasets into actionable recommendations for growth. As Director of Research at Placer.ai, she co-authors the weekly Anchor newsletter, represents Placer at conferences, speaks at industry gatherings, and provides consultative services to C-suite clients. She has held positions as the U.S. Director of Consumer Insights at Unibail-Rodamco-Westfield, VP of Retail Insights and Intelligence at Omnicom, and Senior Director at Kantar. She also led research at 20th Century Fox and National Geographic. Caroline holds an MA in Sociology from Stanford University and a BA in International Relations from Stanford University.



ABOUT TOMER SHOVAL, VP OF GROWTH AND INCUBATION

Tomer Shoval is a global leader with a proven track record of driving strategic revenue growth across B2C, B2B, and B2B2C SaaS markets. Tomer brings extensive expertise in both Enterprise and SMB environments. Known for his hands-on leadership, he excels in building products, optimizing commercial value, and scaling revenue while coaching and developing high-performing teams. Before joining Placer.ai, Tomer was the Founder and CEO of Simplee, a company that pioneered a new fintech category for healthcare payments. Simplee was later acquired by Flywire for \$110M, where Tomer was retained as SVP, playing a pivotal role in driving revenue growth for Flywire's successful IPO. He also previously served as GM of Shopping.com (an eBay company), where he increased North American revenue by 35%. Tomer has raised multiple rounds of venture capital and strategic corporate investments, with deep experience in M&A and IPOs. His leadership continues to shape the future of healthcare technology at Placer.ai.

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