



Juli Lassow

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“If retailers want to thrive in these uncertain times, they must partner with amazing suppliers who share their core business values.”

Expand & elevate
your supplier base

Build stronger teams
& partnerships

Activate sustainable
strategies

Minimize risk &
accelerate growth

Bio

Hi, I'm Juli Lassow.

I'm a retail professional, speaker, author, and aspiring planet saver.

I'm also the founder of JHL Solutions - a consultancy dedicated to helping build phenomenal private-label partnerships.

My specific expertise (and professional passion) is connecting the dots between retailers, suppliers, and the strategies they need to bring must-have private-label products to market.

From working with mass retailers to coaching aspiring consultants, I'm passionate about sharing the lessons I've learned to motivate and guide my industry boldly into the future.

Topics

01: Circular Retail Now

There's never been a better time for retailers and their partners to join the Circular Economy. Learn how circular economy systems can drive sales, profit, and loyalty in your retail business, all while saving the earth.

02: Supplier Partnerships (Dating for Business)

Suppliers are essential to production, but how often do you take the time to cultivate these crucial relationships? Learn their impact and how to launch and refine your partnership programs.

03: Consulting for Corporates

Learn to navigate the path from corporate to consulting from someone that's walked it. I share real-world examples and resources to help you build a foundation to launch your new venture upon.

04: Supplier Vetting Made Easy

You know you need to grow your list of trusted suppliers, but you're unsure how to get the ball rolling. Learn how to find the right suppliers and strengthen your bench with confidence.

J|H|Lsolutions LLC

"Juli has been a big hit with our retail audience! Juli's insights are deeply rooted in industry experience, and she speaks a language that businesses looking to become smarter and more customer-connected understand and appreciate. We can't wait to have her back!"

Bruce Nustad, President,
Minnesota Retailers Association

"Juli's focus on the "next frontier" in our business of developing true working partnerships with the Global Supplier ecosystem is an area we all need to pay a lot of attention to and leaning on Juli for insight is a good place to start."

Eric Linxwiler, Sr. Vice President,
Retail Solutions, CBX Software

"I've had Juli speak at my retail events the past 2 years and it's been a pleasure working with her. Her retail knowledge and expertise shines through in her presentations. As the event organizer, what I appreciate most is her preparation and communication during the process."

Dan Phan, Founder at Workbreaker,
The Late Majority, and CUE4: retail [un]
conference

"I have observed Juli on multiple occasions demonstrate brilliance & passion as a speaker, teacher, and facilitator. She presented a workshop at CPI Twin Cities focused on starting a small business and consulting practice. Afterward, our clients spoke glowingly about what they learned from Juli and how she built their confidence in "what's possible" and how to get it done!"

Mary Stieber Reynhout, MA
Executive & Career Coach