



Tom Litchford
Vice President
Retail Technologies
National Retail Federation

As vice president of retail technologies, Tom Litchford leads and manages NRF's Technology Leadership Community including the exclusive, invite-only CIO Council and the IT Security Council. He also oversees NRF's Association for Retail Technology Standards (ARTS). In this role, he is responsible for developing and enhancing strategic programs, activities and relationships with retail and technology communities domestically and internationally.

Litchford has more than 30 years of experience in systems engineering, sales, product management and marketing of technology business solutions for the retail and hospitality industries. Prior to assuming his current position in July 2012, he has held key Microsoft positions in industry sales, marketing and channel management. Prior to joining Microsoft in 1998, he was director of Business Impact Modeling for NCR's Retail Solutions Group where his team developed comprehensive return on investment (ROI) models.

Litchford was instrumental in driving the development of the OPOS application program interface (API) set – now a defacto industry standard for point-of-sale application-to-peripheral connectivity. Working with organizations such as ARTS and NAFEM, he has also been influential in establishing XML messaging standards in the retail and foodservices sectors.

Litchford holds a bachelor of applied science degree in Computer Systems from Florida Atlantic University. A native of Louisiana, he is an avid pianist (although he can't play one), a backyard astronomist and enjoys hiking, white water rafting and just mowing the pastures. He has been involved with numerous community services, including symphony board member, volunteer firefighter and emergency medical technician, Red Cross instructor, and UMYF youth counselor. Most recently, he was a member of the Woodinville (WA) Fire & Rescue's CERT program, and a member of the board of directors for the Medic One Foundation, Seattle and King County Washington's world renowned paramedic system. He currently serves on the advisory boards for the Retail Orphan Initiative and the Fair Factories Clearinghouse, and is active in church where he has held positions in finance, stewardship, and endowment.

Tom makes his home in Warrenton, Virginia with his wife Ruthann and two girls.