

THE AGENDA

WEDNESDAY, SEPTEMBER 11
6:00 PM - 9:00 PM

Foyer
Evening Cocktail Reception

THURSDAY, SEPTEMBER 12
7:30 AM - 8:30 AM

Grand Ballroom
Breakfast

KEYNOTE SESSION
8:30 AM - 10:00 AM

Grand Ballroom
Modern Commerce 2.0 – CRC’s Perspective on Smart Strategies for an Increasingly Competitive World
Russ Dieringer, Executive Director of eCommerce, CRC

BREAKOUT SESSION 1
10:00 AM - 11:00 AM

Grand Ballroom
Unbeatable Brands: eCommerce strategies to build brand loyalty amidst infinite selection
Michael Lagoni, CEO, Stackline

Cascade 1 Room
How are Millennial and Gen Z consumers using Amazon along their customer journey?
Laura Decker, Market Research Associate, CRC
Oksana Pelts, Director of eCommerce, CRC

Cascade 2 Room
Amazon Foundational Understanding – How is Amazon different from an ordinary retailer, how does it measure success, and what does our vendor manager care about?
Darcy Meier, Senior Director of eCommerce, Vi-Jon

BREAKOUT SESSION 2
11:00 AM - 12:00 PM

Fifth Ave Room
The Next Level of Amazon Advertising – Going Beyond Sponsored Products & Brands
Nich Weinheimer, Vice President of eCommerce, Kenshoo

Cascade 1 Room
Channel Strategy from a Brand’s Perspective- What does B2B look like in a world of Amazon, Marketplaces and Pricing Transparency?
Sam Mullins, Vice President of eCommerce, GOJO

Cascade 2 Room
Amazon Foundational Understanding – How do I get started on Amazon advertising including what’s available, what metrics matter, and what’s the right amount to invest?
Selina Heckendorf, Vice President, eCommerce/Amazon Strategy, The Mars Agency

LUNCH
12:00 PM - 1:00 PM

Grand Ballroom
Networking Lunch

BREAKOUT SESSION 3
1:00 PM - 2:00 PM

Fifth Ave Room
The Amazon Hybrid Selling Model – How to successfully sell to Amazon 1P and 3P
Kathleen Kobel, eCommerce Marketplace Manager, Medela

Cascade 1 Room
Adapting to Win with Walmart’s Digital Commerce & Omnichannel Strategies
Mark Stamps, Director of Digital Commerce, Harvest Group
Michael Turner, Digital Commerce Lead, Harvest Group

Cascade 2 Room
Negotiating to Win: Strategies for Engaging Retailers
Daniel Duty, Founder & CEO, Conlego

Vashon Room
Best practices on targeting the Pro within the Home Improvement category: How does Amazon, Home Depot, Lowe’s, search, and social channels fit together
Ged King, CEO, SFW
Ashley Dillon, Account Director, SFW

THE AGENDA

BREAKOUT SESSION 4 2:00 PM - 3:00 PM

Fifth Ave Room

Staying Ahead of the Evolving Marketplace Operating Models
John LeBaron, Chief Revenue Officer, Pattern

Cascade 1 Room

Advanced Amazon Demand Generation—Getting beyond vanity metrics and driving sustained growth.
Patrick Miller, Co-Founder, Flywheel Digital
Abi Harmon, Senior Vice President of Client Services, Flywheel Digital

Cascade 2 Room

Case Study with Dean Foods: Perspective on Building an eCommerce Business in Categories that are Just Starting to Emerge Online
Neha Mallik, Director of Sales, Dean Foods

BREAKOUT SESSION 5 3:00 PM - 4:00 PM

Fifth Ave Room

An Insider's Look: How Brands are Regaining Control of Product Sales on Amazon to Stop Channel Conflict and Brand Erosion

Panelists:

Robin Gabel, National Account Manager, Yogi Tea
Denise Zmuda, Senior Director of Channel Strategy, formerly of Zebra Technologies
Charlie Ninegar, Vice President of Revenue, SPY

Moderator:

Whitney Gibson, Partner & Chair, Vorys eControl

Cascade 1 Room

What makes Home Improvement omnichannel retail different and how can you win as a result?

Mark Herbek, Executive Director of Home Improvement, CRC
Matt Leiser, Director of Home Improvement, CRC

Cascade 2 Room

How do we create successful eCommerce teams?

Jim Braun, Director of eCommerce, CRC

Vashon Room

B2B Foodservice – How the Industry is Shifting to Online/Digital Ordering
Adrienne Moncrief, Director of Foodservice, CRC

BREAKOUT SESSION 6 4:00 PM - 5:00 PM

Fifth Ave Room

The eCommerce Fun House – Metrics that drive eCommerce are totally different from the KPIs you use everywhere else

Eric Heller, Chief Knowledge Officer, WPP Center of Excellence for Amazon

Cascade 1 Room

Amazon's Strategic Approach to Private Label and How Manufacturers Can Compete Effectively

Kyle Gustafson, Senior Consultant, Simpaftful

Cascade 2 Room

The Evolution of Online Grocery – Key Developments & Opportunities in 2020 & Beyond

Scott Bender, Senior Retail Analyst, CRC
John Selio, Retail Research Associate, CRC

Vashon Room

Target's Omni Channel Evolution

Chris Cummings, Partner, The Bluebird Group

PARTY TIME 5:00 PM - 8:00 PM

Grand Ballroom

Summit Wrap Party