



# 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

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

*Fifth Ave Room*  
**Staying Ahead of the Evolving Marketplace Operating Models**  
Garrett Bluhm, VP Marketplace Strategy, 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 Hampton, Senior Director of Channel Strategy, 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, Simpaful

*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**