

THE AGENDA

MONDAY, OCTOBER 12
11:00 AM - 11:45 AM ET

Keynote
The eCommerce Professional's Guide to 2020: Consumer Insights, Organizational Investments, Retailer's Initiatives & the Implications for 2021
Russ Dieringer, Executive Director, eCommerce Council, CRC

1:00 PM - 1:45 PM ET

Panel Discussion: The Organizational Impact as Marketing and Sales Blur in an Omnichannel World
Moderated by Russ Dieringer, Executive Director, eCommerce Council, CRC
Panelists:
Katie McClammer, Sr. Marketing Manager, *McCormick*
Todd Hassenfelt, Director of eCommerce, *Simple Mills*

1:00 PM - 1:45 PM ET

What Senior Leaders Need to Know to Properly Support their Organizations for Success on Amazon in 2021
Darcy Meier, Director, eCommerce Category & Development, *Newel Brands*

2:30 PM - 3:15 PM ET

Free Session
Best Practices for Manufacturers on Amazon in 2021
Michael Lagoni, Founder & CEO
Stackline

2:30 PM - 3:15 PM ET

Free Session
Can a Traditional Consumer Brand Really go Direct to Consumer?
Michael Lagoni, Founder & CEO, *Stackline*

THURSDAY, OCTOBER 15
11:00 AM - 11:45 AM ET

Panel Discussion: Opportunities on Instacart in 2021
Moderated by Russ Dieringer, Executive Director, eCommerce Council, CRC
Panelists:
Kristen Arnwine, Sales Manager, *Bush Brothers*
Jordan Tatum-Bennet, Omnichannel, *Energizer*
Beverly Hughes, eCommerce Manager, *Sargento*
Tim Blachowski, eCommerce Director, *Henkel*

4:00 PM - 4:45 PM ET

Take Control of Your Brand by Proactively Managing Your Catalog
Kirsten Anderson, Sr. Director, eCommerce & Channel Strategy, *Luxottica*

1:00 PM - 1:45 PM ET

Free Session
Adapting to the Next Normal in Omnichannel Retail
Mark Stamps, VP Digital Commerce, *Harvest Group*
Michael Turner, Digital Innovation, *Harvest Group*

TUESDAY, OCTOBER 13
11:00 AM - 11:45 AM ET

Leading Edge Practices for Product Detail Page Content
Scott Erickson, US Amazon Key Account Manager, *3M*

1:00 PM - 1:45 PM ET

Free Session
Panel Discussion: New Strategies for Channel Management as Omnichannel Clashes with Pure Play
Led by Mark Stamps, VP Digital Commerce, *Harvest Group*

2:30 PM - 3:15 PM ET

Capturing Page One: Data Driven Commercialization and Conversion Strategies
Patrick Miller, Co-Founder, *Flywheel*
Abi Harmon, Executive Vice President, *Flywheel*

2:30 PM - 3:15 PM ET

Free Session
To Win in Commerce Marketing, You Need to Think Beyond Advertising
Nich Weinheimer, General Manager, eCommerce, *Kenshoo*

FRIDAY, OCTOBER 16
11:00 AM - 11:45 AM ET

Optimizing, Automating, and Running Lean Digital Structures
Garrett Bluhm, Founder & CEO, *Drafted Commerce*

4:00 PM - 4:45 PM ET

Free Session
The Science Behind Winning on Global eCommerce: Using Data and Design in Developing New Products, Beating Competitors, and Driving Demand
David Wright, CEO, *Pattern*
Beau Oyler, Founder & CEO, *Enlisted Design*

1:00 PM - 1:45 PM ET

Amazon DSP: The Secret Weapon of Programmatic
Nancy McLaughlin, Director, Search & Enterprise, *Tinuiti*
Evan Walsh, Sr. Programmatic Analyst, *Tinuiti*

2:30 PM - 3:15 PM ET

Panel: Turning Your Amazon Supply Chain Into a Strategic Weapon
Moderated by Russ Dieringer, Executive Director, eCommerce Council, CRC
Panelists:
Brian Eckard, Director of Supply Chain, *Nestle GAAT*
Paul Murphy, VP of Retail Strategy & Sales, *Menasha*
Owen Carr, Head of Vendor Management, *Spreetail*

WEDNESDAY, OCTOBER 14
11:00 AM - 11:45 AM ET

Opportunities on Amazon Fresh
Dave Juron,
Long time industry expert on Amazon Fresh