

THE AGENDA

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

Keynote
The eCommerce Professional's Guide to 2020: Consumer Insights, Organizational Investments, Retailers' 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, *Newell 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*

4:00 PM - 4:45 PM ET

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

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, Omnichannel Acceleration, *Energizer*
Beverly Hughes, eCommerce Manager, *Sargento*
Tim Blachowski, eCommerce Director, *Henkel*

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

1:00 PM - 1:45 PM ET

Free Session
Panel Discussion: New Strategies for Channel Management as Omnichannel Clashes with Pure Play
Moderated 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*

Panelists:
Michael Moore, Head of Retail, *Harry's, Inc.*
Becca May, VP Marketing, *Nature Nate's Honey Co.*
Kathryn Allison, VP Client Services, *Harvest Group*

2:30 PM - 3:15 PM ET

Free Session
Winning Today Across Different Retailers in a Different World With a Differentiated Strategy through Data & Intelligence
Nich Weinheimer, General Manager, eCommerce, *Kenshoo*
Megan Harbold, VP Global Strategic Consulting, *Kenshoo*

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

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

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*

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*

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*

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

Opportunities on Amazon Fresh in 2021
Dave Juron,
Long time industry expert on Amazon Fresh

Panelists:
Brian Eckard, Director of Supply Chain, *Nestle GAAT*
Paul Murphy, VP of Retail Strategy & Sales, *Menasha*
Owen Carr, Head of Vendor Management, *Spreetail*