

2021 Virtual eCommerce Summit Agenda

DAY 1 | Monday
September 13

Setting the stage for post-pandemic eCommerce

DAY 2 | Tuesday
September 14

Winning with your key eCommerce accounts

DAY 3 | Wednesday
September 15

Winning with your key eCommerce accounts

DAY 4 | Thursday
September 16

Building a leading eCommerce organization

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Sept 2021
11:00 AM ET

Welcome and Opening Session

Claire McBride
Director, eCommerce Council
Cleveland Research Company

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Sept 2021
11:00 AM ET

**Connected Commerce:
Navigating Ecosystem Change with
Retail Media Zen**

Margo Kahnrose
CMO
Skai

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Sept 2021
11:00 AM ET

**When Social & Commerce Collide: How
established brands are employing paid
social to boost sales on Amazon**

Lizzy Glazer
VP, Connections Strategy
Code3

Jake Merrill
Lead, Strategy and Growth, Commerce
Code3

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Sept 2021
11:00 AM ET

**Learning eCommerce Through the Lens
of B&M**

Mark Stamps
Vice President of Digital Commerce
Harvest Group

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Sept 2021
12:30 PM ET

**Macroeconomic & Transportation
Overview and 2022 Outlook**

Skylar Xie
Director, Macro Research
Cleveland Research Company

Chris Johnson
Senior Analyst, Transportation Team
Cleveland Research Company

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Sept 2021
12:30 PM ET

**For and By Amazon Account Managers: Best
practices from your peers on working with
Amazonians, investing in merchandising
events, and leveraging the SAS program**

Vivek Rastogi Chris Lawford
Director, eCommerce Director of eCommerce Sales
Colgate-Palmolive Makita USA

Rachael Levensohn
Sr. Sales Strategy Manager for North America
Adult Feminine Care Transformation Team
Kimberly-Clark

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Sept 2021
12:30 PM ET

**Amazon Advertising: Driving
incremental returns through real time
bidding and full-funnel attribution**

Patrick Miller
Co-Founder
Flywheel Digital

Abi Harmon
EVP & Managing Director
Flywheel Digital

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Sept 2021
12:30 PM ET

**Brand Protection in Online
Marketplaces: Setting Up Your Defense
For a Successful Offensive Strategy**

Nicole Reich
VP of Sales/Marketing & Co-Founder
Retail Bloom

Andy Buss
Legal & Corporate Brand Protection Specialist
Retail Bloom

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Sept 2021
2:00 PM ET

The Consumer's 'New' Normal(s)

Ginny Tredway
Executive Director, Advisory & Consumer
Cleveland Research Company

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Sept 2021
2:00 PM ET

**The Power of Brand Loyalty:
eCommerce Strategies to Build
Loyalty Amidst Infinite Selection**

Michael Lagoni
CEO
Stackline

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Sept 2021
2:00 PM ET

**eCommerce Assortment: Optimizing for
the Consumer, the Retailer, and the P&L**

Paul Murphy
Vice President of Retail Strategy & Sales
Menasha Packaging Company, LLC

Darcy Meier
Director, eCommerce Category and Customer Development
Newell Brands

Raj Sapru
COO
Netrush

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Sept 2021
3:30 PM ET

**How to Choose the Right eCommerce
Agency for Your Organization**

Scott Erickson
Sr. Account Manager - Amazon
3M

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Sept 2021
3:30 PM ET

**Mastering Your Online, Multi-
Marketplace Grocery Strategy**

Sam Jennings
Lead Client Strategist
Code3

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Sept 2021
3:30 PM ET

**Home Improvement Online:
How to Win with HomeDepot.com and
Lowe's.com Over the Next 3 Years**

Matt Leiser
Director, Home Improvement Council
Cleveland Research Company