



Celebrating retail innovation
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Oakley Court, Windsor - 22nd June

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Meet the RetailFest UK line-up

Ryan den Rooijen , Chief eCommerce Officer, Chalhoub Group	Paul Sims , Chief Architect, Primark	Darryl Beckford , Chief Architect - eCommerce & Digital, John Lewis Partnership	Adam Cotgreave , Chief Customer & Sustainability Officer, Seasalt Cornwall	Matt Pollington , Chief Marketing Officer, The Cotswold Company
Ben Reardon , Chief Operating Officer, Abel & Cole	Saul Resnick , CEO, UK & Ireland, DHL Supply Chain	Alex Hislop , Chief Customer Officer, DHL Supply Chain	Casyo 'Krept' Johnson & Sasha Ellese Gilbert , Co-Founders, Nala's Baby	Ryan Shannon , Managing Director, BAM Bamboo Clothing
Natalie Frow , Managing Director, Retail, DHL Supply Chain	Michael Schirmacher , GM, Europe, Narvar	Geri Heberd , Senior Director, Future Operational, Asda	Emilie Mouquot , VP, Marketing, Not on the High Street	Kremena Yordanova , Director, Marketing Activations, Reebok eComm, Adidas
Catherine Luscombe , Director of Technology, The Body Shop	Angela Gaskell , Group Sourcing, Sustainability, Quality & Fit Director, N Brown	Kerttu Inkeroinen , Marketing & eCommerce Director, Lucky Saint	Liz Buchanan , Supply, Operations & Sustainability Director, Lucky Saint	Becki Francis , Director of Retail Strategy Movable Ink
Matthew Gaunt , NED & former Customer Director, Majestic Wine	Caroline Finn , Global Head of Digital, NOBLE PANACEA	Jo Hickson , Head of Labs, Tesco Technology & Group Innovation, Tesco	Stuart Ramage , Head of Digital Strategy & Innovation, Marks & Spencer	Fiona Brown , Head of Digital Transformation, Boots
Chris Poel , Head of Development, River Island	Charles Howell-Morley , Head of Digital Technology - Performance & Commercial, Co-op	Duncan Rutherford , Head of eCommerce, BT	Stefanie Sahmel , Head of Sustainability, Abel & Cole	Sarah Bull , Head of Consumer, Deckers Brands
Emma Reid , Head of Sustainability & ESG, Simba Sleep	Jordan Major , Head of eCommerce, Au Vodka	Zara Taylor , Head of Wholesale & Supply, Interflora	Annie Olivier , Head of Growth, B Corp	Gareth Jones , Head of eCommerce, Pour Moi
James Ewens , Former Head of eCommerce, Furniturebox	Laura Chadwick , Global Loyalty Manager, Harvey Nichols	Bettina Donmez , Senior Manager, eCommerce Platform Development, Puma	Jessica Bartlett , CRM Manager, EMEA, New Balance	Eleanor Turner , Sustainability Manager, The Cheeky Panda
Ed Ayton , Sustainability & Farming Comms Manager, Abel & Cole	Ryan Walker , Lead Product Owner: e-Fulfilment & Operations, Dyson	Tutu Akinkoye , GoGreen Lead, UKI, DHL Supply Chain	Laura Crawford , Founder, Mama Bamboo	Matthew Aubrey , Founder, homethings
Damian Soong , CEO & Co-Founder, Form Nutrition	Mark Ross , Founder, Konsort Social	Josh Pitman , Managing Director, Priory Direct	Justin Banon , Co-Founder, Boson Protocol	

The Setlist

08.00 - 08.50	Registration & networking		Transfers from Slough rail station (specific train & transfer times TBC)		
	Innovation Stage <i>(Alex Eagle Lawn)</i>				
09.00 - 10.30	<p>09.00 - 09.05 - RetailFest Kick-Off!</p> <p>09.05 - 09.50 - Innovation Panel - Putting innovation at the heart of retail Geri Hebbberd, Senior Director, Future Operational, Asda Jo Hickson, Head of Labs, Tesco Technology & Group Innovation, Tesco Stuart Ramage, Head of Digital Strategy & Innovation, Marks & Spencer Fiona Brown, Head of Digital Transformation, Boots</p> <p>09.50 - 10.10 - RetailTalk - Sustainability through innovation: Hype vs reality Saul Resnick, CEO, UK & Ireland, DHL Supply Chain</p> <p>10.10 - 10.30 - SPECIAL GUEST RetailTalk - The Nala's Baby story one year on - From launch to a £17m+ brand Casyo 'Krept' Johnson & Sasha Ellese Gilbert, Co-Founders, Nala's Baby</p>				
10.30 - 11.00	Networking break				
	Innovation Stage <i>(Alex Eagle Lawn)</i>	Digital Marketing Hive <i>(See below for session locations)</i>	Customer Experience Hive <i>(See below for session locations)</i>	Technology & eCommerce Hive <i>(See below for session locations)</i>	Sustainability Hive <i>(See below for session locations)</i>
	<p>11.10 - 11.30 - Technology & eCommerce RetailTalk - Building a composable CDP for better insights & greater personalisation Darryl Beckford, Chief Architect - eCommerce & Digital, John Lewis Partnership</p> <p>11.30 - 11.50 - Technology & eCommerce RetailTalk</p> <p>11.50 - 12.10 - Technology & eCommerce RetailTalk - Data,</p>	<p><i>(Tea Tent)</i> 11.10 - 11.50 - Digital Marketing Roundtables 1</p> <ol style="list-style-type: none"> Improving organic search Emilie Mouquot, VP, Marketing, Not on the High Street Leveraging influencers and micro-influencers Jordan Major, Head of eCommerce, Au Vodka Optimising content marketing to 	<p><i>(Tea Tent)</i> 11.10 - 11.50 - Customer Experience Roundtables 1</p> <ol style="list-style-type: none"> Frictionless or valuable friction? Matthew Gaunt, NED & former Customer Director, Majestic Wine Intelligent product discovery Collecting & leveraging the right data for your business Sarah Bull, Head of 	<p><i>(Alex Eagle Lawn)</i> 11.10 - 12.10 - See Innovation Stage</p>	<p><i>(River House Waterfront Cabana)</i> 11.10 - 12.00 - Sustainability Workshop 1 - Accelerating strategies for more sustainable fulfilment operations Tutu Akinkoye, GoGreen Lead, UKI, DHL Supply Chain</p> <p><i>(Water Deck Cabana 1)</i> 11.10 - 12.00 - Sustainability Workshop 2 - Turning strategy into action - How to get started</p> <p><i>(Water Deck Cabana 2)</i> 11.10 - 12.00 - Sustainability</p>

<p>transparency & ownership - Getting the most value from your tech Charles Howell-Morley, Head of Digital Technology - Performance & Commercial, Co-op</p>	<p>strengthen your brand Kremena Yordanova, Director, Marketing Activations, Reebok eComm, Adidas</p> <ol style="list-style-type: none"> Turning social media into social commerce Building value-driven loyalty Laura Chadwick, Global Loyalty Manager, Harvey Nichols Personalising the customer journey at scale Gareth Jones, Head of eCommerce, Pour Moi Becki Francis, Director of Retail Strategy Movable Ink 	<p>Consumer, Deckers Brands</p> <ol style="list-style-type: none"> Connecting the omnichannel dots Delivering post-purchase delight Matt Pollington, Chief Marketing Officer, The Cotswold Company Michael Schirmacher, GM, Europe, Narvar Converting customers into fans Jessica Bartlett, CRM Manager, EMEA, New Balance 		<p>Workshop 3 - Keeping sustainability on the agenda - Maintaining momentum during austere times Ben Reardon, Chief Operating Officer; Stefanie Sahmel, Head of Sustainability; Ed Ayton, Sustainability & Farming Comms Manager, Abel & Cole</p>
<p>12.20 - 12.40 - Sustainability RetailTalk - How Abel & Cole became a triple bottom line organisation Ben Reardon, Chief Operating Officer; Stefanie Sahmel, Head of Sustainability; Ed Ayton, Sustainability & Farming Comms Manager, Abel & Cole</p> <p>12.40 - 13.00 - Sustainability RetailTalk</p> <p>13.00 - 13.20 - Fireside Chat - How to successfully 'market' sustainability to your customers Matthew Aubrey, Founder, homethings Laura Crawford, Founder, Mama Bamboo</p>	<p><i>(Tea Tent)</i> 12.00 - 12.40 - Digital Marketing Roundtables 2</p> <ol style="list-style-type: none"> Improving organic search Leveraging influencers and micro-influencers Optimising content marketing to strengthen your brand Turning social media into social commerce Building value-driven loyalty Caroline Finn, Global Head of Digital, NOBLE PANACEA Personalising the customer journey at scale Becki Francis, Director of Retail Strategy 	<p><i>(Tea Tent)</i> 12.00 - 12.40 - Customer Experience Roundtables 2</p> <ol style="list-style-type: none"> Frictionless or valuable friction? Intelligent product discovery Collecting & leveraging the right data Jessica Bartlett, CRM Manager, EMEA, New Balance Connecting the omnichannel dots Adam Cotgreave, Chief Customer & Sustainability Officer, Seasalt Cornwall Delivering post-purchase delight Michael Schirmacher, GM, Europe, Narvar 	<p><i>(River House Waterfront Cabana)</i> 12.30 - 13.20 - Technology & eCommerce Workshop 1 - Future-proofing your technology roadmap</p> <p><i>(Water Deck Cabana 1)</i> 12.30 - 13.20 - Technology & eCommerce Workshop 2 - Headless eCommerce & driving agility</p> <p><i>(Water Deck Cabana 2)</i> 12.30 - 13.20 - Technology & eCommerce Workshop 3 - How to cheaply and easily become a web3 commerce brand Justin Banon, Co-Founder, Boson Protocol</p>	<p><i>(Alex Eagle Tent)</i> 12.20 - 13.40 - See Innovation Stage</p>

	<p>Alex Hislop, Chief Customer Officer, DHL Supply Chain</p> <p>13.20 - 13.40 - Fireside Chat - The B Corp journey, the future of B Corp & the Better Business Act Annie Olivier, Head of Growth, B Corp Liz Buchanan, Supply, Operations & Sustainability Director, Lucky Saint Damian Soong, CEO & Co-Founder, Form Nutrition</p>	<p>Movable Ink</p>	<p>6. Converting customers into fans</p>		
<p>13.10 - 14.30</p>	<p>13.10 - 14.30 - Lunch & networking, including:</p> <p>Partner Demos on the Innovation Stage in the Alex Eagle Tent 13.50 - 14.05 - Demo 1 - Michael Schirmmacher, GM, Europe, Narvar 14.05 - 14.20 - Demo 2</p> <p>Partner Demos on the Water Deck Cabanas 13.45 - 14.00 - Demos round 1 in <i>Water Deck Cabana 1, Water Deck Cabana 2, Water Deck Cabana 3 and Water Deck Cabana 4</i> (4) 14.15 - 14.30 - Demos round 2 in <i>Water Deck Cabana 1, Water Deck Cabana 2, Water Deck Cabana 3 and Water Deck Cabana 4</i> (4)</p> <p>Pre-Booked Retailer-Partner 1:1 meetings in the Innovation Lounge 13.30 - 13.50 - Meeting 1 14.00 - 14.20 - Meeting 2</p>				
	<p>Innovation Stage <i>(Alex Eagle Lawn)</i></p>	<p>Digital Marketing Hive <i>(See below for session locations)</i></p>	<p>Customer Experience Hive <i>(See below for session locations)</i></p>	<p>Technology & eCommerce Hive <i>(See below for session locations)</i></p>	<p>Sustainability Hive <i>(See below for session locations)</i></p>
	<p>14.40 - 15.00 - Digital Marketing & Customer Experience RetailTalk</p> <p>15.00 - 15.20 - Digital Marketing & Customer Experience RetailTalk</p> <p>15.20 - 15.40 - Digital</p>	<p>14.40 - 15.40 - See Innovation Stage</p>	<p>14.40 - 15.40 - See Innovation Stage</p>	<p><i>(Tea Tent)</i> 14.40 - 15.20 - Technology & eCommerce Roundtables 1</p> <ol style="list-style-type: none"> Not just tech! - Implications of the MACH journey Empowering an agile tech team Chris Poel, Head of Development, River 	<p><i>(Tea Tent)</i> 14.40 - 15.20 - Sustainability Roundtables 1</p> <ol style="list-style-type: none"> Zero waste in action Stefanie Sahmel, Head of Sustainability, Abel & Cole Localising suppliers & operations Angela Gaskell, Group

	<p>Marketing & Customer Experience RetailTalk - How Lucky Saint's biggest ever omnichannel activation 'won Dry January' Kerttu Inkeroinen, Marketing & eCommerce Director, Lucky Saint</p>			<p>Island</p> <ol style="list-style-type: none"> Aligning business strategy with technology transformation Catherine Luscombe, Director of Technology, The Body Shop Unleashing new capabilities while tethered to the monolith Paul Sims, Chief Architect, Primark Helping your workforce get the most from their tech Charles Howell-Morley, Head of Digital Technology - Performance & Commercial, Co-op Building a tech roadmap for next gen capabilities Bettina Donmez, Senior Manager e-Commerce Platform Development, Puma 	<p>Sourcing, Sustainability, Quality & Fit Director, N Brown Group Natalie Frow, Managing Director, Retail, DHL Supply Chain</p> <ol style="list-style-type: none"> How to understand, measure & monitor customer sentiments Ryan Shannon, Managing Director, BAM Bamboo Clothing Leveraging supply chain collaboration to strengthen sustainability credentials Ed Ayton, Sustainability & Farming Comms Manager, Abel & Cole Using electric vehicles in fulfilment Ryan Walker, Lead Product Owner: e-Fulfilment & Operations, Dyson Exploiting quick wins on your sustainability journey Zara Taylor, Head of Supply & Wholesale, Interflora
<p>15.50 - 16.05 - Partner Demo</p> <p>16.05 - 16.20 - Partner Demo</p> <p>16.20 - 16.35 - Partner Demo</p>	<p><i>(River House Waterfront Cabana)</i> 15.50 - 16.40 - Digital Marketing & Customer Experience Workshop 1 - Building a successful marketplace</p> <p><i>(Water Deck Cabana 1)</i> 15.50 - 16.40 - Digital Marketing & Customer Experience Workshop 2 - Next gen phygital retail</p>		<p><i>(Tea Tent)</i> 15.30 - 16.10 - Technology & eCommerce Roundtables 2</p> <ol style="list-style-type: none"> Not just tech! - Implications of the MACH journey Bettina Donmez, Senior Manager 	<p><i>(Tea Tent)</i> 15.30 - 16.10 - Sustainability Roundtables 2</p> <ol style="list-style-type: none"> Zero waste in action Matthew Aubrey, Founder, homethings Localising suppliers & operations 	

		<p>(Water Deck Cabana 2) 15.50 - 16.40 - Digital Marketing & Customer Experience Workshop 3 - Delivering data-driven CX</p> <p>(Water Deck Cabana 3) 15.50 - 16.40 - Digital Marketing & Customer Experience Workshop 4 - How to speak the language of TikTok Mark Ross, Founder, Konsort Social</p> <p>(Water Deck Cabana 4) 15.50 - 16.40 - Digital Marketing & Customer Experience Workshop 5 - How to cheaply and easily become a web3 commerce brand Justin Banon, Co-Founder, Boson Protocol</p>	<p>e-Commerce Platform Development, Puma</p> <ol style="list-style-type: none"> Empowering an agile tech team Darryl Beckford, Chief Architect - eCommerce & Digital, John Lewis Partnership Aligning business strategy with technology transformation Unleashing new capabilities while tethered to the monolith Helping your workforce get the most from their tech Building a tech roadmap for next gen capabilities James Ewens, Former Head of eCommerce, Furniturebox 	<p>Eleanor Turner, Sustainability Manager, The Cheeky Panda Natalie Frow, Managing Director, Retail, DHL Supply Chain</p> <ol style="list-style-type: none"> How to understand, measure & monitor customer sentiments Josh Pitman, Managing Director, Prory Direct Leveraging supply chain collaboration to strengthen sustainability credentials Emma Reid, Head of Sustainability & ESG, Simba Sleep Using electric vehicles in fulfilment Exploiting quick wins on your sustainability journey
<p>(Solutions Zone in the River House Tent) 16.10 - 16.40 Technology & eCommerce & Sustainability visit the Solutions Zone</p>				
<p>Innovation Stage (Alex Eagle Lawn)</p>				
16.50 - 18.30	<p>16.50 - 17.20 - Dragons' Den 1 - Hear up to 5 x 5-minute pitches from carefully sourced, validated and selected innovative scale-ups solving key retail challenges, and get to vote for your winner! In partnership with UK Launchpad and shortlisted by Innovation Judges: Geri Heberd, Senior Director, Future Operational, Asda; Darryl Beckford, Chief Architect - eCommerce & Digital, John Lewis Partnership; Paul Sims, Chief Architect, Primark; Jessica Bartlett, CRM Manager, EMEA, New Balance</p> <p>17.20 - 17.40 - RetailTalk - Science & Art - VoC and data-driven innovation Adam Cotgreave, Chief Customer & Sustainability Officer, Seasalt Cornwall</p>			

	<p>17.40 - 18.10 - Dragons' Den 2 - Hear up to 5 x 5-minute pitches from carefully sourced, validated and selected innovative scale-ups solving key retail challenges, and get to vote for your winner!</p> <p>In partnership with UK Launchpad and shortlisted by Innovation Judges: Geri Heberd, Senior Director, Future Operational, Asda; Darryl Beckford, Chief Architect - eCommerce & Digital, John Lewis Partnership; Paul Sims, Chief Architect, Primark; Jessica Bartlett, CRM Manager, EMEA, New Balance</p> <p>18.10 - 18.30 - Closing Keynote - Driving innovation to survive, thrive and grow in turbulent times Ryan den Rooijen, Chief eCommerce Officer, Chalhoub Group</p>
	RetailRocks Summer Solstice Party @ RetailFest
18.30 - 21.30	Celebrate innovation in retail with your colleagues and peers with food, drink, games and music from acoustic trio, Wandering Hands , and immersive band, Hand Fulla Soul
21.30 - 22.00	Transfers to Slough rail station (specific train & transfer times TBC)