

# DIGITAL RETAIL SUMMIT NSW

NAVIGATING THE CHANGING  
ECOMMERCE LANDSCAPE &  
LOOKING TO THE FUTURE

THURSDAY, 19TH JUNE 2025

DOLTONE HOUSE, DARLING ISLAND  
SYDNEY, AUSTRALIA



## SPEAKERS



**ADOREBEAUTY**  
GROUP

GERARD RICHARDSON  
Head of Retail Marketing



**FREEDOM**

PAULA MITCHELL  
General Manager - Digital



JON WILD  
Chief Growth & Marketing Officer



**dyson**

EXEQUIEL CARRIZO  
Snr. Marketing Manager, CX  
& Retention



**Coca-Cola**

ANNA MCLOUGHLIN  
Head of Digital



**M.J. BALE**

MARNIE GOSS  
Head of Digital & eCommerce

## KEY TOPICS

- Exploring the future of digital retail: Innovating for efficiency and customer delight
- Optimising channel & platform mix for full funnel excellence
- Developing attribution models to effectively measure the impact of efforts across platforms
- Driving customer retention with personalised engagement strategies & seamless experiences

## WHO WILL ATTEND?

- Heads of Retail
- Heads of eCommerce
- Heads of Digital
- Heads of Marketing
- Heads of CX
- Heads of Data
- Heads of Omnichannel
- Heads of Loyalty

# SUMMIT AGENDA

THURSDAY, 19TH JUNE 2025

## 8:30 REGISTRATION, COFFEE & NETWORKING

## 9:00 WELCOME REMARKS FROM CHAIRPERSON

## 9:10 OPENING KEYNOTE: CONNECTIONS OVER CONVERSATIONS: STRATEGIES FOR CX SUCCESS

**Damian Madden**, Director of Consumer Experience & Digital Transformation, Pernod Ricard

## 9:40 PANEL DISCUSSION: THE FUTURE OF DIGITAL RETAIL: INNOVATING FOR EFFICIENCY AND CUSTOMER DELIGHT

- Refining, implementing & measuring ROI against tech stack investments to drive growth
- Balancing cost-cutting with innovation across ecommerce, marketing, customer & operational strategy
- Use cases & opportunities for AI to drive efficiencies & enhance digital experiences

**Paula Mitchell**, General Manager, Digital, Freedom

**Leonie Faddy**, Chief Marketing Officer, Go-To

**Jon Wild**, Chief Marketing & Growth Officer, Pet Circle

**Skye Nicholls**, General Manager, Transformation & Operations, Canon

## 10:20 CASE STUDY: EMBRACING TRENDS FOR SEAMLESS CUSTOMER JOURNEYS & GROWTH

## 10:50 MORNING TEA & NETWORKING

### 11:20 AUDIENCE INTERACTIVE



Retail innovation lab: Select a fictional organisation from the list, in your tables design a creative AI solution that addresses your companies challenges.

## 11:40 PANEL DISCUSSION: OPTIMISING CHANNEL & PLATFORM MIX FOR FULL FUNNEL EXCELLENCE

- Creating cohesive channel strategies that resonate with relevant & impactful customer touchpoints
- Experimenting & building out into new channels whilst managing risks
- Developing attribution models to effectively measure the impact of efforts across platforms

**Jacob Hodes**, Head of eCommerce, Modibodi

**Airi Sutherland**, VP eCommerce & Technology, Outcast

**Anna McLoughlin**, Head of Digital, Coca-Cola

Moderator: **Jamie Hoey**, Country Manager, Wunderkind

## 12:20 CASE STUDY: UTILISING CUSTOMER ENGAGEMENT DATA FOR PERSONALISED EXPERIENCES

## 12:50 LUNCH & NETWORKING



### 1:30 INTERACTIVE WORKSHOPS

- Slide into your customers' inbox like a pro: Strategies for email & SMS success
- From challenges to opportunities: Fueling growth with AI & loyalty through omnichannel excellence
- Embracing the digital revolution: Strategies to navigate your changing customer and future-proof revenue
- Assessing strategies for frictionless customer journeys, seamless payments & improved experiences
- Elevating the customer experience in retail

## 2:10 PANEL DISCUSSION: DRIVING CUSTOMER RETENTION WITH PERSONALISED ENGAGEMENT STRATEGIES & SEAMLESS EXPERIENCES

- Innovative ways to enhance customer retention beyond traditional discounting
- Enhancing both first-time and returning customer experiences for improved retention
- Creative engagement strategies to drive long-term loyalty and brand connection

**Marnie Goss**, Head of Digital & eCommerce, M.J. Bale

**Alisha Thornley**, Head of Digital & Marketing, Stylerunner

**Exequiel Carrizo**, Senior Marketing Manager, Customer Experience & Retention, Dyson

## 2:50 CASE STUDY: SIMPLIFYING DIGITAL ANALYTICS FOR FAST CONVERSION RATE GROWTH

## 3:20 AFTERNOON BREAK & NETWORKING

## 3:40 KEYNOTE PRESENTATION: BUILDING COMMUNITY IN THE DIGITAL AGE & DRIVING RETAIL MEDIA EXCELLENCE

**Gerard Richardson**, Head of Retail Marketing, Adore Beauty

## 4:10 CLOSING REMARKS

## 4:20 NETWORKING DRINKS

## 5:20 EVENT END