

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



Walmart



VENKATA NANDANAVANAM
Director of Engineering, Customer
Care Automation



dyson

EXEQUIEL CARRIZO
Snr. Marketing Manager, CX
& Retention



Coca-Cola

ANNA MCLOUGHLIN
Head of Digital



PASPaley

CHARLES MOORE
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

Venkata Nandanavanam, Director of Engineering, Customer Care Automation, Walmart (Virtual)



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

Charles Moore, eCommerce, Paspaley

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