

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 Commercial Partnerships



FREEDOM

PAULA MITCHELL

General Manager - Digital



Walmart



VENKATA NANDANAVANAM

Director of Engineering, Customer
Care Automation



PHILIPS

MARIA CECILIA GRANDI

Director, Marketing JAPAC



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 ATTENDEE SPOTLIGHT

Retail Bingo —Connect with your peers by finding those who match unique digital experiences.

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

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) 

Moderator: **Will Wilson**, Regional VP Sales, SAP Emarsys

10:20 FIRESIDE CHAT: THE INHERENT RESILIENCE OF AFFILIATE MARKETING WITH CAMILLA

Tracy Jones-Harris, Head Of Digital, CAMILLA

Emily Spinks, Global Performance Marketing Manager, CAMILLA

Vanja Wilson, GM & VP, APAC, Partnerize

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: OPTIMISING PAYMENT EXPERIENCES FOR HUMANS AND AGENTS

Sean Burgess, Enterprise Retail, Stripe

12:50 LUNCH & NETWORKING



1:30 INTERACTIVE WORKSHOPS

- From media to in-store: Delivering true 1:1 outcome based marketing with hyper-personalisation
- Exploring how AI and agentic commerce are reshaping the Australian retail landscape
- Harnessing AI to Personalise & optimise customer journeys
- Right place, right time: How to create impact in the convenience economy for CPG brands
- Driving profitable growth with AI-powered personalisation
- Re-assessing reliance on performance marketing in a cost-conscious climate

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

Justin Ramsay, Director, RTM & Customer Experience, Suntory

Maria Cecilia Grandi, Director, Marketing JAPAC, Philips

Moderator: **Claire Dalziel**, Director, Marketing & eCommerce, Koala Eco

2:50 FIRESIDE CHAT: SIMPLIFYING DIGITAL ANALYTICS FOR FAST CONVERSION RATE GROWTH

Roz Travers-Hucker, Head of Marketing, Canningvale

Jared Carr, Head of Sales, Insightech

3:20 AFTERNOON BREAK & NETWORKING

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

Gerard Richardson, Head of Commercial Partnerships, Adore Beauty Group

4:10 CLOSING REMARKS

4:20 NETWORKING DRINKS

5:20 EVENT END