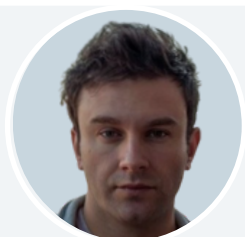# Digital Retail
Summit VIC

📅 **6th November 2025**   📍 **Sofitel Melbourne on Collins**
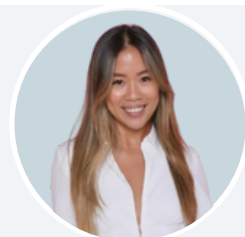
FEATURED SPEAKERS

Goran Stefkovski
Chief Technology Officer
kogan

Leela Sennitt
General Manager eCommerce & Loyalty
Wesfarmers Health

Jessica Dang
Head of Brand
Showpo.

Jarrod Calamante
Head of eCommerce
SRG SPOTLIGHT RETAIL GROUP

Laura Geisler
Head of Technology Products
Aēsop.

Heath Tully
Head of eCommerce Oceania
PUMA

KEY TOPICS

Transforming eCommerce through digital innovation

Optimising channel & platform mix

Boosting loyalty through personalised engagement and experiences

Maximising customer conversion rates

WHO WILL ATTEND

Retail

Digital

Data

Loyalty

eCommerce

Marketing

Customer Experience

Omnichannel

Digital Retail Summit VIC
AGENDA

8:30AM   **REGISTRATION & REFRESHMENTS**

9:00AM   **WELCOME REMARKS**

9:10AM   **ATTENDEE SPOTLIGHT**
Retail Bingo - Connect with your peers by finding those who match unique digital experiences.

9:40AM PANEL DISCUSSION

Retail reimagined: transforming customer experience through digital innovation

- Embracing digital innovation across eCommerce, operations, CX and marketing
- Exploring new retail models to meet evolving consumer preferences
- AI use cases for streamlined processes and elevated customer experiences

Goran Stefkovski, Chief Technology Officer, Kogan
Martin Price, General Manager eCommerce & Digital, Dan Murphy's
Gerard Richardson, Head of Commercial Partnerships, Adore Beauty

10:20AM   **CASE STUDY**
Creating seamless customer journeys & business growth through digital excellence

10:50AM   **MORNING TEA & NETWORKING**

11:20AM AUDIENCE INTERACTIVE

Retail Innovation Lab: Select a fictional organisation from the list. In your tables design a creative AI solution that addresses your company's challenges.

11:40AM PANEL DISCUSSION

Optimising channel & platform mix for full funnel excellence

- Accurately tracking customer attribution and engagement to inform smarter channel mix decisions
- Devising platform-specific customer strategies to maximise engagement and conversion rates across channels
- Optimising spend and structure across website, app, social commerce platforms and in-store to unlock unified commerce growth

Jarrod Calamante, Head of eCommerce, Spotlight Retail Group
Chloe Clark, Associate Director of Digital, Bondi Sands
Kate Muslayah, Head of Digital Products and eCommerce, Reece Group
Ben Wapling, Head of Marketing & Digital, Intersport Australia
Bronte Howard, Head of Channel Marketing, DECJUBA

12:20PM   **CASE STUDY**
Optimising payment experiences for humans and agents

12:50PM   **LUNCH & NETWORKING**

1:30PM   **INTERACTIVE WORKSHOPS**

- Driving profitability and seamless experiences through eCommerce excellence
- Optimising customer experiences through data-driven personalisation
- End-to-end excellence: strategies to boost engagement and retention across customer touchpoints
- Unlocking AI's potential to transform customer journeys
- Conversion rate optimisation and navigating changing trends in digital marketing and retail media
- Right place, right time: delivering value in the convenience economy

2:10PM   **PANEL DISCUSSION**
Insight into impact: driving customer retention with personalised engagement strategies

- Leveraging customer data from all touchpoints to move from segmentation to true personalisation
- Creating memorable, tailored interactions to strengthen long-term brand loyalty
- Using tech to bridge in-store and digital channels to deliver unified, personalised customer journeys

Leela Sennitt, General Manager eCommerce & Loyalty, Wesfarmers Health
Heath Tully, Head of eCommerce Oceania, PUMA
Jaimi Farrey, Group Head of Loyalty, Hanes Brands
Laura Geisler, Head of Technology Products, Aesop

2:50PM   **CASE STUDY**
Using AI and data insights to deliver effective cross-channel marketing

3:20PM   **AFTERNOON TEA & NETWORKING**

3:40PM   **KEYNOTE PRESENTATION**
The Showpo Story: how we built one of Australia's leading eCommerce brands

Jessica Dang, Head of Brand, Showpo

4:10PM   **CLOSING REMARKS**

4:20PM   **NETWORKING DRINKS**

5:30PM   **EVENT CONCLUDES**