



Morning agenda

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08:00-8:30

Breakfast & Networking

08:30-9:00

The platform behind the most profitable moves in commerce

Lou Keyes, CEO, Rithum

09:00-9:30

2026 commerce readiness index

Suzin Wold, CMO, Rithum

09:30-10:00

How Rithum is turning AI hype into real advantage

Ali Irturk, CTO, Rithum & Sebastian Spiegler, Head of AI, Rithum

10:00-10:25

Morning spotlight: Zalando

Ramiyla Krawinkel, VP Partner Platform, Zalando

10:25-10:40

Break

10:40-11:00

Retailer Breakout 1

Matthew Pyne-Madden, Managing Director, Absolute Snow

10:40-11:00

Brands Breakout 1

Tim Bremkes, Head of Platform & Shop, Trotec

Jack Alcock, Marketplace Manager, Draper Tools

11:00-11:20

Retailer Breakout with Mark & Spencer

Stephen Langford, Dir. Online & Omnichannel, Marks & Spencer

11:00-11:20

Brands Breakout 2

Manuel Dominguez, Marketplaces Manager, New Balance

11:20-12:30

Lunch



Afternoon agenda

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12:30-12:55

The marketing cognitive brain: building a brand-led AI engine

Arun Kumar, Global Head of AI, Accenture Song

12:55-13:10

Partner spotlight: Zeos

13:10-13:50

Empowering smarter commerce: What's next from Rithum

Louis Camassa, Director, Product Management (Brands), Rithum & Ellie Williams, SVP, Product, Design & Data, Rithum

13:50-14:10

Customer spotlight: Driving growth with Rithum

14:10-14:25

Break

14:25-14:40

Partner Spotlight: Bol

Patricia Lay, Sr. Partnership Growth Manager

14:40-15:10

Real (Commerce) Talk with Vinny O'Brien

Mike Perera, Sr. Director, Direct Digital Commerce, Nike

15:10-15:40

Rethinking AI & How Agents Impact Business and Humanity

Daniel Hulme, Chief AI Officer at WPP

15:40-15:55

Closing remarks from Lou Keyes

Lou Keyes, CEO, Rithum

16:00-17:00

Happy hour