



NYC Agenda

Convene 360 Madison Avenue | New York, NY 10017

September 25, 2025 | 8:00 AM - 6:00 PM

8:00-9:00

Breakfast & networking

9:00-9:20

The platform behind the most profitable moves in commerce

Lou Keyes, CEO, Rithum

9:20-9:50

2026 commerce readiness index

Suzin Wold, CMO, Rithum

9:50-10:20

How Rithum is turning AI hype into real advantage

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

10:20-10:35

Gearing up for the future of retail

Guthrie Collin, VP, Product Management - Roundel, Target

10:35-11:00

Fireside chat with Neel Grover, CEO of ShopSimon

Blaine Nielsen, President, Retailers, Rithum

11:00-11:15

Break

11:15-12:00

Brands breakout: The future of relevance in an AI-first world

Brittany Cantor and Caitlyn Ford, Commerce Strategy & Innovation Leads, Accenture Song

11:15-11:45

Retailer Breakout: Future-proofing retail marketplaces

Blaine Nielsen, President, Retailers, Rithum; Josh Janos, VP, Marketplace, Macy's

11:45-12:15

Retailer Breakout: The supplier experience playbook for growth

Matt Mallouk, Vice President, Partner Relationships, Rithum; David Staffieri, SVP, eCommerce, Omni Ops, & Marketing Analytics, Belk; Amy Bell, E-Business Solutions Manager, Army & Air Force Exchange Service (AAFES) and Hunter Cole, AAFES

12:15-1:15

Lunch

1:15-1:40

Brand leadership in the age of agentic commerce

Arun Kumar, Global Head of AI, Accenture Song

1:40-1:55

The Walmart Marketplace advantage

Matthew Ligon, Senior Director, Global Strategic Partnerships, Walmart Marketplace

1:55-2:35

Empowering smarter commerce: What's next from Rithum

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

2:35-2:55

Evolving retail media at Rithum

Meghan Barden, Director, Global Retail Media, Rithum; Louis Camassa, Director, Product Management

2:55-3:10

Break

3:10-3:25

Your growth playbook: Amazon tools for every channel

Jason Rubenstein, Sr. Partner Development Manager & Ali Moghtaderi, Sr. Tech Partnership Manager

3:25-3:55

Real (commerce) talk with Rick Watson

Rick Watson, CEO and Founder, RMW Commerce; David Staffieri, SVP, eCommerce, Omni Ops, & Marketing Analytics, Belk

3:55-4:25

Leading through change with speed and clarity

Mike Hayes, Managing Director, Insight Partners

4:25-4:30

Closing remarks from Lou Keyes

Lou Keyes, CEO, Rithum

4:30-5:30

Happy hour