



# Shoptalk Europe 2025

2-4 June, 2025

Fira Gran Via, Barcelona

**SHOPTALK**  
EUROPE

# SHOPTALK

EUROPE

The European retail landscape is transforming at an unprecedented pace, and the Shoptalk Europe 2025 agenda will spotlight the cutting-edge technologies, emerging trends, and innovative business models shaping the future of both digital and physical retail — and beyond. The agenda will take attendees on a dynamic journey of discovery, connection, and inspiration, designed to equip you with the insights and strategies you need to drive your next phase of growth and fuel breakthrough innovations.



# Meetup & Networking

Be part of Europe's most impactful retail meetings program. In 2024, Shoptalk Europe helped make retail history — facilitating over 20,000 business meetings across the industry, with 94% of retailers and consumer brands rating the networking as good or excellent. Looking ahead to 2025, they're raising the bar even higher, with 25,000+ meaningful meetings planned to connect you directly with the decision-makers who matter most to your business.

Beyond the Meetup program, Shoptalk Europe offers an unparalleled range of networking opportunities both inside and outside the convention center — from topic table discussions and cocktail hours to exclusive retailer and brand dinners, including Incisiv's signature executive event series, The Speakeasy.

Complementing this dynamic networking lineup, the event's content program puts attendees at the forefront of retail innovation, offering firsthand insights into the latest technologies and game-changing strategies reshaping the industry.



# Key Themes

Five core themes will illuminate the latest technologies, trends and business models that are creating endless opportunities across digital and physical retail, and beyond.



**Delivering  
Exceptional Value**



**Sparking Inspiration and  
Capturing Consumer Attention**



**Engaging and Entertaining  
Shoppers in New Ways**



**Evolving Business Models to  
Stay Ahead**



**Integrating AI to Transform  
Operations and Outcomes**

# Make the Most Out of Shoptalk Europe 2025

The expansive educational and networking agenda can make it difficult to plan your personal Shoptalk Europe experience. To help our community get the most out of the event, Incisiv has scoured the agenda for the must-see events, sessions, and networking opportunities. The following pages contain our take on the can't-miss pieces of this year's program.



# Shoptalk Europe Can't Miss Sessions



## Keynote (The Centre of the Universe)

*Monday, June 2, 2025 | 11:15am — 11:35am CEST*

**Raymond Cloosterman, Founder & CEO, Rituals**

## Keynote (The Centre of the Universe)

*Monday, June 2, 2025 | 11:35am — 11:55am CEST*

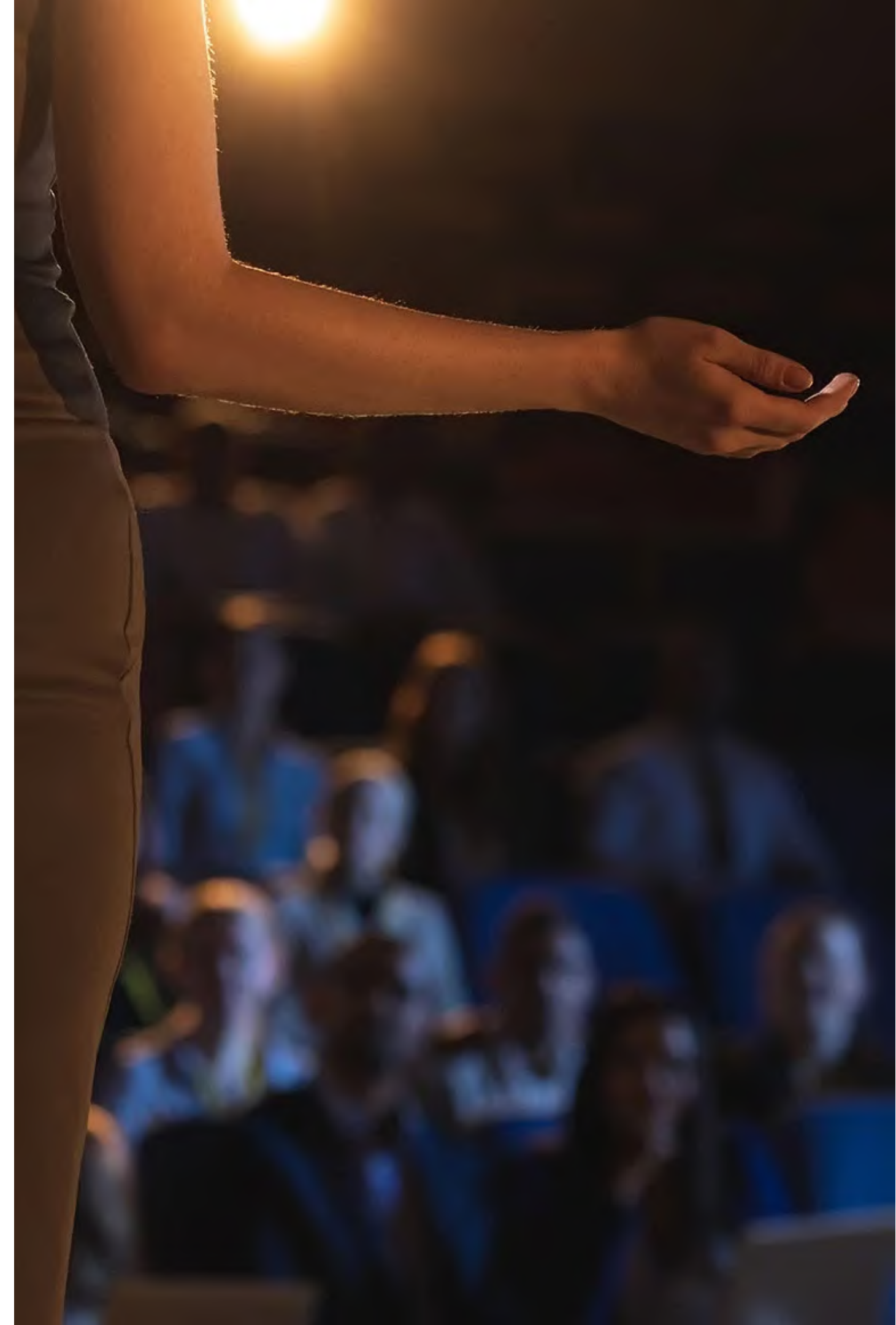
**Jaume Miquel, Chairman & CEO, Tendam**

**Anne Mezzenga, Co-CEO, Omni Talk (Interviewer)**

## Keynote (The Centre of the Universe)

*Monday, June 2, 2025 | 11:55am — 12:15pm CEST*

**Tina Müller, CEO, Weleda AG**



# Track Keynote: Building Innovative and Engaging Store Experiences

Monday, June 2, 2025 | 3:25pm — 4:05pm CEST

## DESCRIPTION:

Customers shopping in-store today expect more than just a place to buy products – they seek unique, immersive experiences that reflect brand values and connect with them on a personal level. By blending digital and physical elements, from interactive displays to personalised service touchpoints, to community-focused experiences, consumer brands and retailers are transforming their physical spaces into vibrant destinations that inspire loyalty, foster community, and drive sales.

This Track Keynote session will explore:

- Strategies for blending physical and digital elements to elevate the in-store experience
- How digital tools can enhance personalisation, interactivity, and engagement
- Techniques for creating memorable experiences that build customer loyalty and encourage repeat visits

## Speakers



**Claude Sarrailh**

CEO Europe & Indonesia  
Ahold Delhaize



**Ben Miller**

VP, Original Content & Strategy  
Shoptalk (Interviewer)



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In this session, two presentations will explore:

- Strategies for blending physical and digital elements to elevate the in-store experience
- How digital tools can enhance personalisation, interactivity, and engagement
- Techniques for creating memorable experiences that build customer loyalty and encourage repeat visits

## Speakers



**Natali Stojovic**  
SVP, Retail  
the LEGO Group



**Marcus Tengler**  
VP, Real Estate & Store Concepts  
MediaMarktSaturn

# Optimising Store Operations for Maximum Efficiency and Productivity

Monday, June 2, 2025 | 4:15pm — 4:55pm CEST

## DESCRIPTION:

Optimising store operations is critical for driving efficiency and productivity. By leveraging technologies – such as RFID, digital shelf labels, robotic automation and more – and refining processes, retailers and consumer brands can eliminate bottlenecks, improve workflows, and enhance operational effectiveness across their physical stores. In turn, these efficiencies can create seamless and convenient experiences that deliver value for consumers.

Through two short presentations and fireside chats, this session will explore:

- Strategies for identifying and eliminating bottlenecks to improve workflow and streamline operations
- Insights into the cutting-edge technologies and capabilities driving operational efficiency and store performance
- The role of technology in transforming store operations for long-term agility, resilience and seamless customer experiences

## Speakers



**Dr. Oliver Vogt**

CEO, Transcend Retail Solutions  
Tesco



**Mirko Saul**

SVP, Innovation  
Schwarz Digital (Lidl & Kaufland)



**Jan Schneiderbanger**

Partner  
L.E.K. Consulting (Interviewer)

# Building and Optimising Retail Media Networks

Monday, June 2, 2025 | 5:05pm — 5:45pm CEST

## DESCRIPTION:

Around 45% of large retailers globally are either running or are in the process of launching a Retail Media Network, and this figure is expected to grow significantly in the coming years as retailers look to capitalise on the potential for additional revenue streams and strengthen data-driven relationships with consumer brand partners. However, barriers to entry remain, including technological challenges, high investment costs, and the need to upskill teams to manage and optimise these networks successfully.

Through a research presentation and panel, this session will explore:

- The key strategies and capabilities leading retailers are using to harness the full potential of their Retail Media Networks
- How retailers are overcoming challenges, future-proofing their networks, and fostering collaboration with consumer brand partners
- Challenges faced in launching and scaling Retail Media Networks successfully and lessons learned

## Speakers



**Dany Satine**

Group Head of Retail Media  
Kingfisher



**Robert Jozić**

SVP, Schwarz Media & Group  
Digital Strategy  
Schwarz Group (Lidl & Kaufland)



**Amir Rasekh**

Managing Director  
Nectar360, Sainsbury's



**Ruth Zohrer**

Partner  
Bain & Company (Interviewer)

# Track Keynote: Building Best-in-Class Unified Customer Experiences

Tuesday, June 3, 2025 | 9:00am — 9:40am CEST

## DESCRIPTION:

Today's customer journeys span a multitude of touchpoints, both digital and physical. As those touchpoints multiply further, consumer brands and retailers must find ways to provide consumers with a slick experience that seamlessly connects their journeys across channels and delivers a curated product assortment.

In this Track Keynote session, two senior executives will share:

- The technologies and human expertise driving best-in-class customer experiences
- How unified customer experiences are exceeding customer expectations, delighting shoppers, driving purchases, and fostering loyalty
- The key building blocks - tools, strategies, and cultural shifts - required to create and sustain unified customer experiences

## Speakers



**Ellen Svanström**

Group Chief Digital Information Officer  
H&M Group



**Jordi Bosch**

Global Head of Sales & Customers  
Nestle



**Ben Miller**

VP, Original Content & Strategy  
Shoptalk (Interviewer)

# Delivering Customer Joy Post-Purchase

Tuesday, June 3, 2025 | 9:50am — 10:30am CEST

## DESCRIPTION:

With 90% of consumers valuing the post-purchase experience as much as product quality - and 80% unlikely to return after a negative experience - this stage of the customer journey is now a critical battleground. Customers demand reliable delivery, seamless returns, and clear, personalised communication. Meeting these expectations, while managing costs, requires smart planning and innovation.

Through a series of short presentations and a panel, this session will explore:

- The internal processes and structures required to deliver exceptional post-purchase experiences
- The tools and technologies that drive loyalty and repeat spending through consistent, standout post-purchase interactions
- Key lessons from retailers and consumer brands successfully optimising delivery, fulfilment, and returns to exceed customer expectations

## Speakers



**Andreu Marco**  
Chief Operating Officer  
Chalhoub Group



**Lidia Muravieva**  
Chief Experience Officer  
Holland & Barrett International



**Henny Steiniger**  
Chief Experience Officer  
CX & Care, MediaMarktSaturn



**Gaurav Pant**  
Co-Founder & Chief Insights Officer  
Incisiv (Interviewer)

## Keynote (The Centre of the Universe)

*Tuesday, June 3, 2025 | 1:40pm — 2:00pm CEST*

**Michael Ward, Managing Director, Harrods**

## Keynote (The Centre of the Universe)

*Tuesday, June 3, 2025 | 2:00pm — 2:20pm CEST*

**Fanny Moizant, Co-Founder & President, Vestiaire Collective**

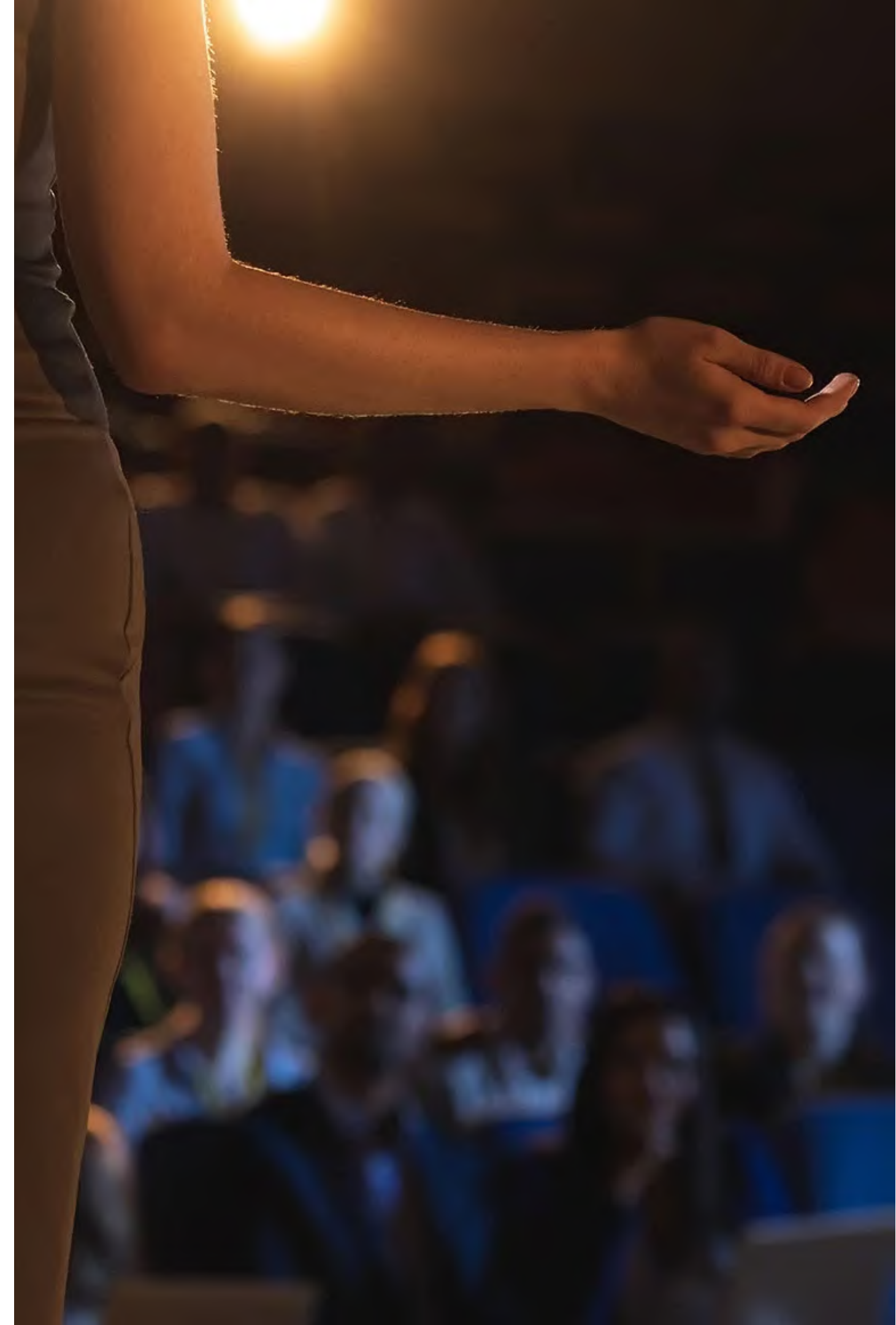
**Kirsty McGregor, Executive European Editor, Vogue Business (Interviewer)**

## Keynote (The Centre of the Universe)

*Tuesday, June 3, 2025 | 2:20pm — 2:40pm CEST*

**Marc Carena, Regional President Europe, Central Eurasia & International Travel  
Retail, Mars Wrigley**

**Ben Miller, VP, Original Content & Strategy, Shoptalk (Interviewer)**



# Investigating the Manufacturer to Consumer Model

Tuesday, June 3, 2025 | 4:15pm — 4:55pm CEST

## DESCRIPTION:

The rise of manufacturer-to-consumer platforms is driving disruptive, fast-growing business models that are reshaping the marketplace. Enabled by powerful advertising campaigns, innovative demand creation tactics and highly streamlined, on-demand supply chains, these marketplaces are transforming customer engagement and sales models.

In this session you'll hear brand new research that explains how this business model works, from a leading cross-border marketplace retailer, and from a product owner who has delivered significant business growth using this model. Together, this session will explore:

- Exclusive research into the business model, strategies, and tactics manufacturer-to-consumer platforms use to engage consumers and distribute product
- The scale of the opportunities and capabilities required to build business on these platforms

## Speakers



**Christina Fontana**

Senior Director, Brand Operations  
EMEA, SHEIN



**Xavier Xu**

VP, International  
Deli Group Co., Ltd.



**Jordan Berke**

Founder & CEO  
TOMORROW (Interviewer)

# Measuring and Empowering the Cross-Channel Customer Journey

Tuesday, June 3, 2025 | 5:05pm — 5:45pm CEST

## DESCRIPTION:

Customer journeys today encompass many touchpoints, both online and offline, and are anything but linear. Shoppers follow diverse routes from first discovering a consumer brand to making their initial purchase, and eventually to building loyalty. As these journeys become increasingly complex, retailers and consumer brands often lack clear visibility into the key touchpoints that empower a customer to make a purchase.

In a series of three fireside chats, this session will explore:

- The tools and tactics required to measure and gain a comprehensive view of the factors influencing their shoppers' behaviours - from data analytics to customer feedback
- Strategies to leverage cross-channel data to not just influence, but to empower customers to make informed purchase decisions across multiple touchpoints

## Speakers



**Andrea Cappelletti**

Chief eBusiness & Omnichannel  
Officer  
Valentino



**Danson Huang**

Global VP, Omnichannel & Digital  
Commerce  
Diageo



**Leona de Graft**

VP, Ecommerce - Europe  
Levi Strauss & Co.



**Erik Lautier**

Partner  
AlixPartners (Interviewer)



# Unleashing Data from the C-Suite to Frontline Teams

Wednesday, June 4, 2025 | 9:00am — 9:40am CEST

## DESCRIPTION:

Data has the power to transform brands and businesses, but true impact comes from its democratisation, ensuring it is viewed with importance across the business. By making data and AI a business-wide priority, transcending role or responsibility, retailers and consumer brands can achieve more powerful decision-making, enabling faster, more informed choices, and unlocking opportunities for disruption across every department.

Through an exclusive use case, this session will explore:

- How to ensure that everyone understands the true potential of data and the power of leveraging insights more effectively
- How truly democratised data can be unleashed to serve frontline teams to deliver exceptional experiences, reward existing customers, attract new ones, and drive revenue

## Speakers



**Julie De Moyer**

Chief Data & AI Officer  
Beauty Brands, LVMH



**Lou Bennett**

Global VP, Customer Strategy  
Benefit Cosmetics

# Democratising Data Throughout the Organisation

Wednesday, June 4, 2025 | 9:00am — 9:40am CEST

## DESCRIPTION:

Data democratisation has the power to transform decision-making, enabling faster, more informed choices and unlocking opportunities for disruption across every department. By leveraging data analytics effectively, leaders can cut costs, accelerate speed-to-market, drive revenue, and attract new customers - harnessing the full potential of their data.

This mini-panel session will explore:

- Real-world case studies illustrating the transformative impact of advanced analytics on key business functions, including challenges faced and lessons learned
- How data analytics, AI, and digital leaders can act as trusted advisors, partnering with business units to drive immediate operational value and align with long-term goals

## Speakers



**Stephanie Grosse Kamphake**

VP, Analytics  
Decathlon



**Gillian Simpson**

Partner  
Deloitte Digital (Interviewer)

# Delivering Scalable International Growth

Thursday, June 4, 2025 | 9:50am — 10:30am CEST

## DESCRIPTION:

Cross-border ecommerce accounts for 32% of all European online sales, with marketplaces accounting for the lion's share of these revenues. However, selling across global borders brings unique challenges, including language, localisation, cultural differences, supply chain complexities, and in some cases, currency challenges.

This panel session will explore:

- Frameworks for delivering scalable global ecommerce growth
- Practical strategies for navigating cross-border challenges by leveraging marketplaces, supplier partnerships, localised direct-to-consumer strategies, and more amid economic and geopolitical challenges
- Key trends shaping the future of cross-border ecommerce and strategies for driving sustained growth in new markets, in both Europe and beyond

## Speakers



**Marlies Hersbach**

Ecommerce Executive Director  
Mango



**Bianca Mercer**

Global Head of Digital &  
Customer Experience  
Manolo Blahnik



**Marie Driscoll**

Adjunct Professor  
The New School (Interviewer)

## Keynote (The Centre of the Universe)

*Wednesday, June 4, 2025 | 10:45am — 11:05am CEST*

**Nicolas Mermoud, Co-Founder & Creator, HOKA**

**Sarah Engel, President, January Digital (Interviewer)**

## Keynote (The Centre of the Universe)

*Wednesday, June 4, 2025 | 11:05am — 11:25am CEST*

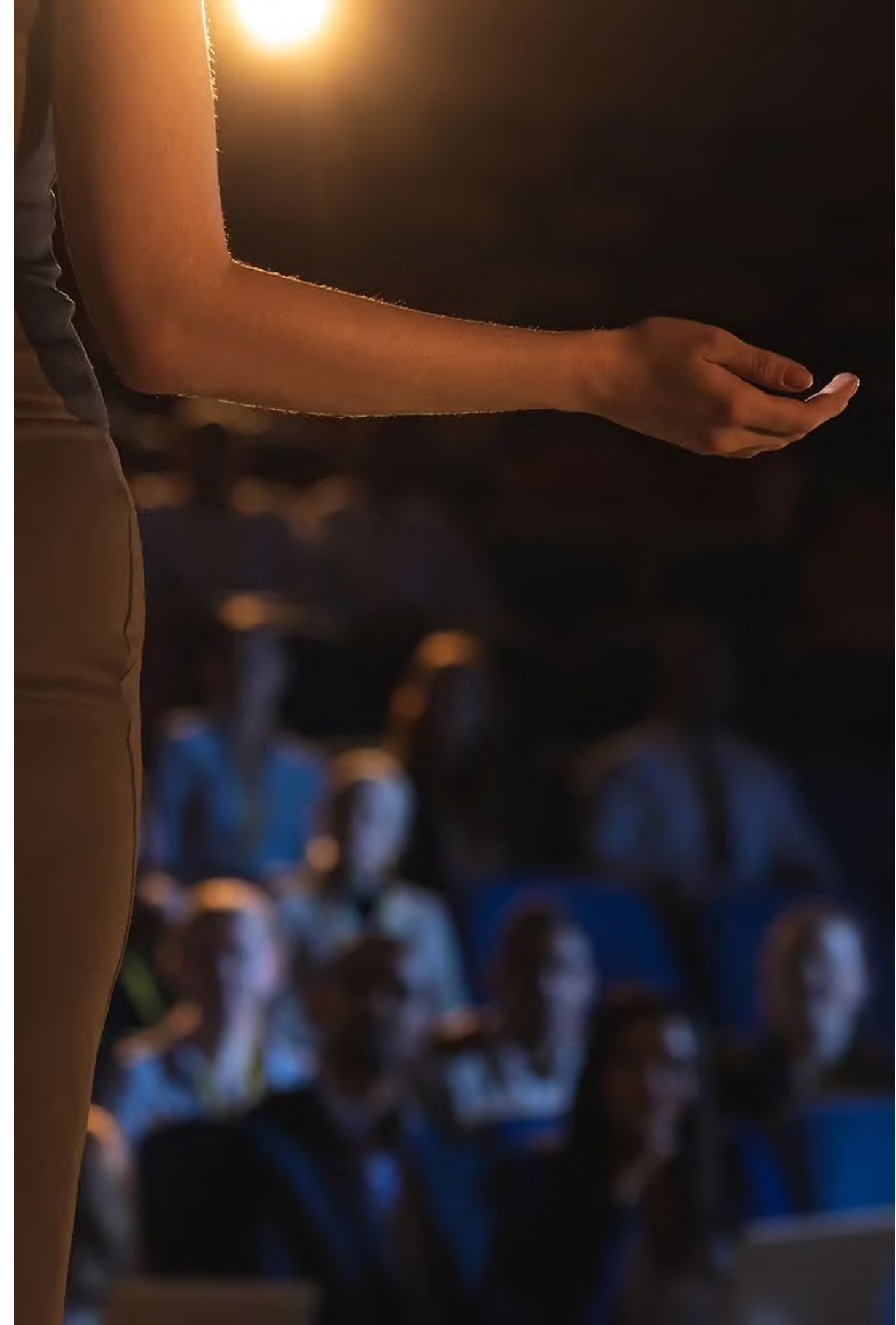
**Carrie Baker, President, Brand & Commercial, Canada Goose**

## Shoptalk's European Retail Zeitgeist 2025

*Wednesday, June 4, 2025 | 11:25am — 11:45am CEST*

**Ben Miller, VP, Original Content & Strategy, Shoptalk**

**Adam Plom, VP Content, Europe, Shoptalk**



# Partnering to Unlock and Scale Data-Driven Value

Wednesday, June 4, 2025 | 2:10pm — 2:50pm CEST

## DESCRIPTION:

Turning data and AI into actionable, performance-driving products remains a challenge for retailers and consumer brands. Tests and insights are valuable, but the real competitive advantage lies in adoption and scale that drives growth, efficiency and results.

This session will explore:

- Real-world examples showcasing how data products were piloted, scaled, and delivered measurable business impact
- How partnerships between digital teams and business units can drive scalable strategies that move beyond insights
- The role of data leaders as strategic owners, ensuring data strategies align with both near and long-term business priorities and goals

## Speakers



**Noorin Virani**

Group Director Data & Insights  
LVMH



**Paloma Juncos**

Global Head of Omni Growth &  
Data Analytics  
Loewe



**Rebecca Bemhena**

VP Content, Luxe  
Shoptalk (Interviewer)

# Delivering Business Value through Advanced Analytics

Wednesday, June 4, 2025 | 2:10pm — 2:50pm CEST

## DESCRIPTION:

Unlocking the true potential of data analytics and AI remains a challenge for many retailers and consumer brands, with only 62% reporting that insights are creating a competitive advantage. Yet, the opportunities are vast - every department stands ready for disruption. Leaders must act decisively to leverage advanced analytics to cut costs, streamline operations, accelerate speed-to-market, drive revenue, and attract new customers by harnessing the power of their data.

Through two presentations, this session will explore:

- Two unique real-world case studies illustrating the transformative impact of advanced analytics on key business functions, including challenges faced and lessons learned
- How advanced analytics can be leveraged in supply chain and operations, through to marketing and CX to have a real and tangible impact on business outcomes

## Speakers



**Radharaman (Rad) Jha**  
VP, Supply Chain  
flaconi

# Where to See and Be Seen – The Events Around the Event

The value of any conference cannot be fully assessed without considering the surrounding events, where real conversations can be had, personal relationships can be built, and a few adult beverages can be consumed. Since its inception, the Shoptalk Europe team has delivered a culture where fun was just as important as business or education. Below are a few of Incisiv's favorite events while in Barcelona.





## Shopwalks

**Date:** Sunday, 1 June / Tuesday, 3 June / Wednesday, 4 June

Step into the future of retail with Shopwalks, your exclusive VIP pass to Barcelona's most innovative and inspiring stores—available only for registered Shoptalk Europe retailer and consumer brand attendees.

From 1-4 June, join a select group of 20-25 retail and consumer brand leaders for an insider's tour like no other. Exclusively for Shoptalk Europe attendees, get behind-the-scenes access as each 45 minute store visit will reveal the cutting-edge innovations, immersive customer experiences, and bold brand strategies that are shaping the next era of retail

[Register here](#)





## **Retailer & Consumer Brand Dinners**

**Date and Time:** Monday, 2 June, 6:00 pm to 9:30 pm

Retailer & Consumer Brand Networking Dinners are exclusive, invitation-only events hosted at some of Barcelona's best restaurants. Scheduled for Monday, 2nd of June, these dinners offer a unique opportunity for industry leaders representing both Retailers & Brands to convene in a sophisticated setting. Throughout the evening, attendees will engage in stimulating conversations while savoring exquisite cuisine, creating an ambiance that fosters meaningful connections and memorable experiences.

*Please note, Retailer & Consumer Brand Networking Dinners are invitation-only. If you are interested in joining a dinner, please email [experience@shoptalkeurope.com](mailto:experience@shoptalkeurope.com)*



## The Speakeasy @ Shoptalk Europe

Join Incisiv for an Exclusive Dining Experience at Nobu Barcelona

**Venue:** Avinguda de Roma, 4, Distrito de Sants-Montjuïc, 08014 Barcelona

**Date and Time:** Tuesday, 3 June, 6:30 PM - 8:30 PM

**Hosts:** Incisiv and Manhattan

A Bar with a Panoramic View of Barcelona. Nobu Barcelona offers sweeping city views alongside inventive cocktails, premium sake, and Champagne. Enjoy bold Japanese-Peruvian bites crafted by Chef Nobu Matsuhisa, inspired by his Tokyo roots and global travels.

Inquire about attending [here](#).



## Shoptalk Europe Party

**Venue:** Poble Espanyol, Av. de Francesc Ferrer i Guàrdia, 13, Sants-Montjuïc, 08038, Barcelona

**Date and Time:** Tuesday, 3 June, from 8:00 pm to 11:00 pm

Close out Shoptalk Europe with the most epic party of the week! Featuring entertainment from our very special guest, so watch this space to find out who! Join us during Shoptalk Europe's biggest night.

Please note that you will need to show your Shoptalk Europe Badge and wristband upon entry.



## ABOUT INCISIV

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Incisiv is a peer-to-peer executive network and industry insights firm for consumer industry executives navigating digital disruption.

Incisiv offers curated executive learning, digital maturity benchmarks and prescriptive transformation insights to clients across the consumer and technology industry spectrum.

[www.incisiv.com](http://www.incisiv.com)