



# Shoptalk Spring 2026

March 24-26, 2026

Mandalay Bay, Las Vegas

**SHOPTALK**  
SPRING

# SHOPTALK

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Incisiv's Shoptalk Spring 2026 Preview is designed to help retail and consumer leaders cut through the noise and focus on what truly matters. With every session at Shoptalk built to drive growth, accelerate innovation, and help organizations navigate retail's next major shift, this preview highlights the conversations, themes, and moments that will deliver tangible value — not just inspiration.

Centered on the 2026 theme, Retail in the Age of AI, the agenda reflects how artificial intelligence is reshaping decision-making, operations, and customer experiences across the industry. From practical use cases to strategic implications, our preview surfaces the sessions, insights, and connections most likely to drive real impact before, during, and after the event.



# Meetup & Networking

Shoptalk Spring's Meetup program transforms networking from chance encounters into intentional, high-value connections. Designed to help attendees maximize every moment onsite, Meetup enables retail and technology leaders to efficiently connect with partners, prospects, clients, and peers aligned to their specific goals, whether that means discovering innovative solutions and startups, strengthening existing relationships, recruiting talent, engaging with media and analysts, or exploring investment and growth opportunities. With both participants opting into each meeting, every interaction begins with shared intent, creating more meaningful conversations and stronger business outcomes.

In addition to Meetup, Shoptalk offers a wide range of networking experiences both inside and outside the convention center, including topic table discussions, cocktail hours, retailer and brand dinners, and the event's popular industry party featuring food, drinks, and live entertainment. Complementing this robust networking agenda, the event's educational program provides attendees with the opportunity to hear the industry's latest technology innovations and strategic approaches firsthand — ensuring connections translate into actionable insight.

**50K+**

Meetings facilitated through the Meetup program

**95%**

Follow-up rate from connections made during the event

**96%**

Of attendees rated their networking experience as good or excellent

# Make the Most Out of Shoptalk Spring 2026

The expansive educational and networking agenda can make it difficult to plan your personal Shoptalk 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 Spring Can't Miss Sessions



# Day 1 – March 24, Tuesday

9:30 AM

ends 10:10 AM

Cultivating  
Customers Stage

## Case Studies: Winning Customers Through Nostalgia



**Ed La Bay**  
EVP Merch — Hot Topic



**Matt Repicky**  
SVP, Chief Brand Officer — Tailored Brands



**Jenica Myszkowski**  
CEO & President — CAMP

10:20 AM

ends 11:00 AM

Marketing & Media  
Stage

## Retail Media Innovation: Retailer+Brand Case Studies



**Amy Andrews** MOD  
President, Mars United Commerce



**Taryn Dominie**  
Head of Industry — The Home Depot



**Andy Lopez**  
SVP Global Marketing — Behr Paint

12:00 PM

ends 12:40 PM

AI Stage

## Debate: AI Agents Will / Will Not Transform Retail



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



**Scot Wingo**  
CEO — ReFiBuy



**Andrew Lipsman**  
Independent Consultant



**Ekta Chopra**  
Chief Digital Officer — E.L.F Beauty



**Sarah Marzano**  
Principal Analyst — EMARKETER

# Day 1 – March 24, Tuesday

## Mainstage Keynotes

3:00 – 3:15 PM

Welcome to Shoptalk  
Spring: Opening Remarks

Mainstage — Mandalay  
Bay Ballroom J

3:15 – 3:35 PM

Mainstage Keynote

Mainstage — Mandalay  
Bay Ballroom J



**Niraj Shah**  
CEO & Co-Chair, Wayfair

3:35 – 3:55 PM

Mainstage Keynote

Mainstage — Mandalay  
Bay Ballroom J



**Christine Barone**  
CEO, Dutch Bros



**Tana Davila**  
CMO, Dutch Bros

3:55 – 4:15 PM

Mainstage Keynote

Mainstage — Mandalay  
Bay Ballroom J



**Nicola Mendelsohn**  
Head of Global Business Group, Meta

# Day 2 – March 25, Wednesday

**9:30 AM**  
ends 10:10 AM

AI Stage

## Rapid Fire: Assessing the Most Impactful AI Applications



**Alex Richardson**  
CTO (Moderator) — KHAITE



**Christian Fortucci**  
CTO — David Yurman



**Katia Unlu**  
Chief Commercial Officer — Boll & Branch

**10:20 AM**  
ends 11:00 AM

AI Stage

## AI Applications for In-Store Physical Retail



**Jordan Berke** MOD  
Founder & CEO, Tomorrow



**Andrew Laudato**  
COO — The Vitamin Shoppe



**Kevin Harwood**  
CTO — Tecovas

**11:10 AM**  
ends 11:50 AM

Technology Stage

## Driving Costs Out of Fulfillment and Delivery



**Gaurav Pant** MOD  
Co-Founder & Chief Insights Officer, Incisiv



**Heather Rivera**  
Chief Business Officer — Wing, Alphabet



**Chloe Songer**  
Co-Founder & CEO — SuperCircle



**Salman Habib**  
Co-Founder & CEO — Burq

# Day 2 – March 25, Wednesday

## Mainstage Keynotes

2:30 – 2:50 PM

Mainstage Keynote

Mainstage — Mandalay  
Bay Ballroom J



**Hillary Super**  
CEO, Victoria's Secret & Co.

2:50 – 3:10 PM

Mainstage Keynote

Mainstage — Mandalay  
Bay Ballroom J



**Dmitry Shevelenko**  
Chief Business Officer, Perplexity

3:10 – 3:30 PM

Shoptalk's Retail Zeitgeist

Mainstage — Mandalay  
Bay Ballroom J

# Day 3 – March 26, Thursday

## Mainstage Keynotes

9:05 – 9:25 AM

### Mainstage Keynote



**Barbie Cameron**  
Chief Stores Officer, Macy's Inc.



**Max Magni**  
EVP, Chief Commercial Officer, Macy's Inc.

Mainstage — Mandalay  
Bay Ballroom J

9:25 – 9:45 AM

### Keynote: Built for the Long Run: How New Balance Sets a Global Pace



**Joe Preston**  
President & CEO, New Balance

Mainstage — Mandalay  
Bay Ballroom J

# Day 3 – March 26, Thursday

12:40 PM

ends 1:20 PM

## Reinventing Brands for the Next Generation



**Debra Aho Williamson** MOD  
Founder & Chief Analyst, Sonata Insights



**Shivram Vaideeswaran**  
SVP Brand Marketing — Papa Johns



**Gloria Canales**  
Chief Digital Officer — Coppel



**Christie Sclater**  
SVP Global Marketing — Clinique

Marketing & Media  
Stage

1:30 PM

ends 2:10 PM

## Shoptalk Spring 2026 Key Takeaways



**Chris Walton** MOD  
Co-CEO, Omni Talk



**Joe Laszlo**  
Head of Insights — Shoptalk



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

Marketing & Media  
Stage

# Can't-Miss Events

Beyond the sessions, Shoptalk's social calendar is where business gets done and relationships are built.

RETAILERS & BRANDS ONLY

## Industry Night

- Tuesday, March 24, 2026
- 5:30 – 7:30 PM
- Slay Bay

Tuesday's kick-off event brings together thousands of attendees from across the retail and brand ecosystem. The perfect opening to three days of high-impact connection and conversation.

HOSTED BY INCISIV

## The Speakeasy @ Shoptalk Spring 2026

- Wednesday, March 25, 2026
- 6:00 – 8:00
- PMWynn Las Vegas

An intimate executive dinner during Shoptalk Spring—an off-the-record evening designed for candid conversation, meaningful connections, and great food with a highly curated group of senior retail and brand leaders. Retailers & Brands Only. Email [mara.dosso@incisiv.com](mailto:mara.dosso@incisiv.com) for consideration.

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## Shoptalk's 10th-Anniversary Beach Party

- Wednesday, March 25, 2026
- 8:00 – 10:30 PM
- Mandalay Bay Beach

The Wednesday night annual Shoptalk can't-miss event is the biggest night in retail and our most-attended experience. A milestone 10th anniversary celebration. Be there.



## 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)