



SHOPTALK
EUROPE

INCISIV PREVIEW GUIDE

Shoptalk Europe 2026

📅 9-11 June 2026

📍 Fira Gran Via, Barcelona

Curated for European retail and consumer leaders

WHAT TO EXPECT

Shoptalk Europe 2026

Strategy Meets AI,
the European Way

2026 Theme

The 2026 agenda is dominated by AI Commerce, AI-Driven Transformation, and AI in Action — but the European context is its own beast: regulatory headwinds, marketplace fragmentation, energy-led cost pressure, and a CPG/retailer dynamic that doesn't mirror North America.

Our preview surfaces the sessions, insights, and connections most likely to drive real impact across these European-specific realities, before, during, and after the event.

Europe's retailers and brands are navigating slower growth, fragmented channels, and an AI step-change happening at a pace no one has lived through before. Incisiv's Shoptalk Europe 2026 Preview is built to cut through the noise and spotlight the conversations, themes, and moments that will deliver tangible value — not just inspiration — for retail and consumer leaders operating in Europe.

Networking at Shoptalk Europe

Shoptalk Europe's Meetup program transforms networking from chance encounters into intentional, high-value connections. Designed to help attendees maximise every moment onsite, Meetup enables retail and technology leaders across Europe to efficiently connect with partners, prospects, clients, and peers aligned to their specific goals.

With both participants opting into each meeting, every interaction begins with shared intent, creating more meaningful conversations and stronger business outcomes.

Beyond Meetup, Shoptalk Europe offers a wide range of networking experiences including topic table discussions, cocktail hours, retailer and brand dinners, and the event's signature Wednesday-night party.

4,500+

Attendees from across Europe and beyond

25,000+

Meetings facilitated through the Meetup program

60+

Countries represented

Make the Most of **Three Days** in Barcelona

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 three days at Fira Gran Via, 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.

Can't-Miss Sessions

TUESDAY, 9 JUNE

11:15 – 11:35

The Headliner Stage

Opening Keynote



David Schröder

Co-CEO, Zalando

11:35 – 11:55

The Headliner Stage

Keynote



Nadine Graf

President EMEA, UK&I & Emerging Markets, The Estée Lauder Companies

11:55 – 12:15

The Headliner Stage

Keynote



Peter Ruis

Managing Director, John Lewis & Partners

Can't-Miss Sessions

TUESDAY, 9 JUNE

15:25

ends 16:05

The Sunset Stage

AI-DRIVEN TRANSFORMATION

Navigating Rapid AI Adoption in Retail



Holden Bale

Global CSO, Merkle



Michelle Evans

Global Lead, Retail Insights, Euromonitor International

16:15

ends 16:55

The Sunset Stage

AI-DRIVEN TRANSFORMATION

Building a Data-Enabled Business for AI-Readiness



Graeme Smith

SVP Engineering & Science, Zalando



Fiona Tan

CTO, Wayfair

17:05

ends 17:45

The Canopy Stage

THE NEW MARKETING LANDSCAPE

Powering the Retail Media Value Flywheel



Danson Huang

Global VP, Omnichannel & Digital Commerce, Diageo



Tash Whitmey

MD, Tesco Media & Insight Platform

Can't-Miss Sessions

WEDNESDAY, 10 JUNE

09:00

ends 09:20

The Ultraviolet Stage

Unified Commerce in Action: Frameworks for Seamless Retail



Alexis Rollier

Global COO, SEPHORA



Anne Mezzenga

Founder & CEO, Retail Field Report

09:00

ends 09:40

The Sunset Stage

AI COMMERCE

Agentic Commerce: What's Here, Real, and Next?



Dido Schmidt

Director, Global Partnerships – Commerce, Google



Mark Elkins

GM, Global Ecommerce, L'Oréal

09:50

ends 10:30

The Ultraviolet Stage

FUTURE-READY COMMERCE

Supply Chain's New Mandate: Unified, Agile, and Resilient



Speaker TBA

Can't-Miss Sessions

WEDNESDAY, 10 JUNE

13:40 – 14:00

The Headliner Stage

Keynote Session



Speaker TBA

14:00 – 14:20

The Headliner Stage

Keynote Session



Speaker TBA

14:20 – 14:40

The Headliner Stage

Keynote Session



Speaker TBA

Can't-Miss Sessions

WEDNESDAY, 10 JUNE

16:15

ends 16:55

The Sunset Stage

AI IN ACTION

Transforming Digital Shopping Experiences with Data and AI



Julia Bösch

Executive Chair & Founder, Lookiero / Outfittery Group



Romain Roulleau

Group Digital & Ecommerce Director, Kingfisher

17:05

ends 17:45

The Ultraviolet Stage

FUTURE-READY COMMERCE

Technologies Unlocking Unified Commerce



Giles Smith

Founder, Project Orange

Can't-Miss Sessions

THURSDAY, 11 JUNE

09:00

ends 09:40

The Sunset Stage

UNLOCKING TECH INNOVATION

Unpacking Retail's Real Tech Priorities



Rahul Shah

Global Chief Digital & Information Officer, Mars Pet Nutrition



Markus Kleinhenz

CTO, Westwing

09:50

ends 10:30

The Woodstack Stage

GROWTH MODELS & MARKETS

Going 'Glocal': Global Ambition, Local Execution



Ashley Kechter

Global President, Vuori



Jose Gomez

Chief Development Officer, ETAM



MOD

Gaurav Pant

Chief Insights Officer, Incisiv

10:50 – 11:10

The Headliner Stage

Keynote



Bernard Osta

CEO, Vestiaire Collective

Can't-Miss Sessions

THURSDAY, 11 JUNE

11:10 – 11:30

The Headliner Stage

Keynote Session



Speaker TBA

11:30 – 11:50

The Headliner Stage

Keynote Session



Speaker TBA

14:15

ends 14:55

The Sunset Stage

UNLOCKING TECH INNOVATION & KEY TAKEAWAYS

Operating Models for Innovation



Emma Lindahl
Head of ICAX, ICA Gruppen



Xavier Rebés
Digital, Innovation & Transformation Executive Director, TOUS Jewelry

15:05

ends 15:45

Stage TBC

DIGITAL COMMERCE GROWTH

Quick Commerce in Grocery and Beyond: Convenience That Fuels Growth



Justyna Torres
Executive Director, Ecommerce, Carrefour España

Can't-Miss **Dinners**

CAN'T-MISS EVENTS

• RETAILERS & BRANDS ONLY

Opening Night Dinners

📅 Tuesday, 9 June 2026

🕒 18:00 – 21:30

📍 Across Barcelona (invite-only)

Tuesday's invite-only retailer & brand dinners kick off Shoptalk Europe with intimate conversations across the city — the perfect opening to three days of high-impact connection at Fira Gran Via.

CAN'T-MISS EVENTS

• HOSTED BY INCISIV

The Speakeasy @ Shoptalk Europe 2026

📅 Wednesday, 10 June 2026

🕒 6:30 PM

📍 Nobu Barcelona

An intimate executive dinner during Shoptalk Europe — an off-the-record evening designed for candid conversation, meaningful connections, and great food with a highly curated group of senior European retail and brand leaders. Complimentary transportation to be provided.

Retailers & Brands Only.

Sponsored by **Braze** · **Manhattan Associates**

CAN'T-MISS EVENTS

• THE PARTY

Shoptalk Europe Party

📅 Wednesday, 10 June 2026

🕒 20:30 – 23:30

📍 Venue TBA by Shoptalk Europe

The Wednesday-night Shoptalk Europe Party is the biggest night of the show — food, drinks, music, and the full European retail ecosystem in one room. Be there.



ABOUT INCISIV

Incisiv is a peer-to-peer executive network and industry intelligence firm, created to help digital industry executives navigate transformational change. Incisiv provides curated executive learning, networking, and solutions in a trusted and intimate setting.

Incisiv offers curated executive learning and networking opportunities to help senior retail and consumer leaders benchmark progress, share best practices, and accelerate digital transformation strategies.

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