

2019 Agenda

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9:00 am
60 min
Breakfast & Registration

10:00 am
30 min
CHALLENGING THE STATUS QUO



Andreas Reiffen
CEO & Founder of Crealytics

Andreas kickstarts the first session by introducing the event and its purpose. You'll hear first party research, collected from over 100 retail and wholesale senior marketers, as to what's holding back retail media from achieving its potential. From measurement challenges, inter-company squabbling, and technology limitation, expect to learn how retailers and brands must challenge the status quo in order to thrive and win in this new economy.

10:30 am
60 min
Opening Keynote Panel

PERSPECTIVES 2020: THE FUTURE IS COLLABORATION

What does the future hold for eCommerce retail? We've invited three senior leaders at the top of the retail game to share their insights and opinions. Each offers a different perspective. You'll find a multi-brand retailer, a marketplace representative, an agency CEO and a single-brand specialist. Expect an exploration of how these four pillars of the retail community must collaborate in new ways to compete and win.



Nuno Pedro
EVP Global Marketing
Technology, Calvin Klein



Tim Ringel
Global CEO, Spring Studios
& Ex-CEO, Reprise Media



Andreas Antrup
VP Data & Advertising,
Zalando

11:30 am
30 min
Dedicated Panel

BRANDS – FINDING THE PERFECT BALANCE

In the marketplace economy, brands have an incredible number of opportunities to connect directly with their consumers...so why has this created more challenges than it's solved? Our dedicated panel addresses the dynamics involved in managing a direct to consumer business alongside wholesale commitments and marketplace sales channels.



Louisa Chen
CFO, Sole Society



Ajay Kapoor
VP Global Marketing,
DTC, UX, Helen of Troy



Amie Borges
VP Sales, 7 For All
Mankind



Kate Walmsley
Digital and Ecommerce
Director, New Look



James Zackler
Internal Entrepreneur,
ZX Ventures



MODERATED BY
Dave Goulden
CPO, OneMarket

12:00 am
60 min
Lunch and Networking Break

1:00 pm
45 min
Keynote Speaker

NATE SILVER: TRUMP, DATA SCIENCE, AND EVERYTHING IN BETWEEN



Nate Silver
Founder, FiveThirtyEight.com

The founder of FiveThirtyEight.com will cover a spectrum of subjects, with each one more fascinating than the last. Expect hard hitting analysis and scarily accurate predictions.

1:45 pm
45 min
Breakout Sessions

Grab and pen and notepad: it's time to sharpen your skillsets. We run each of these groups in parallel. Just pick the one you'll find most valuable:

Breakout Session A – Sponsored by **ONEMARKET™**

UNLEASH CUSTOMER DATA FOR A SUPERIOR RETAIL MEDIA SOLUTION

Brands and retailers have used offline "co-op" budgets for over a century. Only now, though, has its online equivalent picked up traction. Digital co-op may be worth up to \$42 billion. This breakout panel will educate you about co-op's best practices, and the tricky topic of measuring spend performance.

Breakout Session B

UNLEASH CUSTOMER DATA FOR A SUPERIOR RETAIL MEDIA SOLUTION

Retailers sit on a goldmine of customer data - but most aren't realizing its full potential. Focusing on the bottom- instead of full-funnel causes them to lose out on growing brand awareness, new customers and increases sales. This session explores how you can liberate your data, tap into the full-funnel, and grow your bottom line.

2:30 pm
30 min
Networking Break

3:00 pm
30 min
Dedicated Panel

RETAIL: HOW TO STAND OUT FROM THE CROWD

The platform economy continues to flex its muscles. As it does, traditional eCommerce retailers have had to transition across all aspects of their business. But this change has yet to be defined. How can retailers reinvent themselves to take advantage of a new framework. We'll discuss how with the help of several, heavyweight retail experts.



Jon Craner
Head of Co-op
Advertising, Overstock



Brian Doherty
Manager of Media and
Partnerships, Zulily



Marc Lupinacci
Market Lead,
ASOS U.S.



Nathaniel Brogadir
Chief Business Officer,
Delivery.com



MODERATED BY
Mike Ouellette
VP Business Development, Crealytics

3:30 pm
30 min
Dedicated Panel

AMAZON – LEVELING THE PLAYING FIELD

Amazon has breathed life into hundreds of businesses shrewd enough to use it "properly." In this respect, the Seattle-based behemoth has leveled the playing field in a way that other channels haven't. Meet some of the brands who succeeded against larger, more established players – and learn what they do to keeping winning.



Andrew Jacobs
Director of
eCommerce, JamPaper



Irene Kögl
Head of Global Digital
Marketing, Crealytics



Moshe Melamed
COO,
Modway Furniture



Mike Cangi
Co-founder,
United By Blue



MODERATED BY
Kyle McWhirter
General Manager, Spotlight by MediaLink

4:00 pm
45 min
Keynote Speaker

Q&A WITH CHRIS WYLIE: CROOKED DATA, FASHION FORECASTS AND THE ALT-RIGHT, AND CAMBRIDGE ANALYTICA



Chris Wylie
Data Scientist & Director of Research, H&M

Millennial whistle-blower Chris Wylie shocked the world by breaking the Cambridge Analytica scandal. At NYKG19, we'll ask him about "weaponized" algorithms, and the triangle of data, fashion and the alt-right. Now H&M's Chief Data Scientist, expect a whirlwind of insight from the man who flipped government and state attitudes to data misuse upside down.

4:45 pm
15 min
Closing Remarks – Andreas Reiffen

Andreas will close an action-packed day with a brief coda.

5:00 pm
Cocktail Reception

SSSSHHHHHHH! Downstairs there's a speakeasy serving cocktails and small snacks – a perfect end to a day filled with insider knowledge and tradecraft sharing.