

Early Agenda

eTail

Transforming Retail. **Together.**

February 24–27, 2020 | JW Marriott, Palm Springs, CA

Register Here At 50% Off

Discounts offered to Retailers and Brands only

Our Sponsors



Produced By

WBR
Worldwide Business Research

Innovation.
Disruption.
Transformation.

We Are eTail.

eTail is a four day conference designed to help you increase the profits from your business.

You get action-packed stories, disruptive strategies, strategic conversations, and connections with top minds at America's most successful retailers. No commercials. No egos. We cut out the fluff to give you hundreds of strategic takeaways.



The eTail Difference



Actionable Tactics To Grow Your Business, No Fluff

We're not a tradeshow or a vendor led seminar. Our agenda is 100% focused on your biggest challenges and opportunities.

No talking heads. No big egos. No commercials.

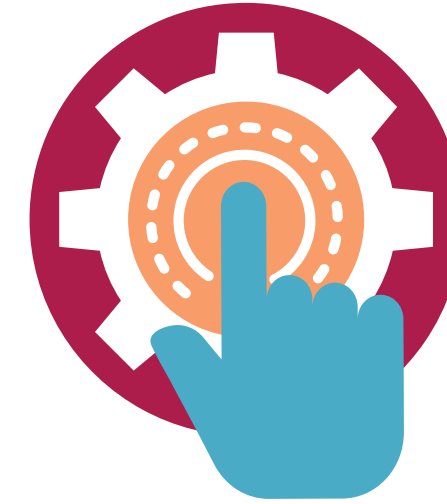
You'll hear from Founders, CEOs, VPs and those who are in the trenches, doing the work. We cut out the fluff you get at other conferences to give you tons of actionable strategies to increase your profits.



A True Retail Community

We protect our buyer to seller numbers to make sure you are meeting and interacting with the right people; 250+ leading retail speakers, 1800 retail attendees from 600 companies over four days of insight, interaction, and innovation.

This means you'll develop peer to peer relationships, make valuable new contacts and experience an event unlike any other.



The Most Interactive eCommerce & Omnichannel Conference, Ever

Benefit from over 30 hours of discussion groups, creative think tanks, roundtables, structured and unstructured networking, plus a lot of fun while getting business done over four days.

This is your opportunity to make new connections and speak "off the record" with your peers. You'll build connections with retailers like never before.



An Awesome Time, Guaranteed

We're known in the industry for awesome experiences you can't get anywhere else. Sip fine wines, kick back with cocktails, eat delicious food, attend private tastings, join a wellness event, and be wowed at our infamous evening receptions. You'll make memories that last a lifetime.

Our Speakers. Your Visionaries.

A Sneak Peek At Early Confirmed Executives

Peter Szulczewski
CEO
Wish

Katie Warner Johnson
Co-Founder & CEO
Carbon38 (A Division of Footlocker)

Ryan Goldston
Co-Founder
Athletic Propulsion Labs (APL)

Andrew Blachman
COO
Tophatter

Jeremiah McElwee
SVP, Merchandising + Product Development
Thrive Market

David Spector
Co-Founder/Co-CEO
ThirdLove

Rainer Castillo
Co-Founder
Chubbies

Roderick de Rode
Founder & CEO
Spinn Inc.

Eyal Brikman
COO
Kobelli

Anya Geimanson
SVP of Product Management
GlassesUSA.com

Steven Lightman
President
Harry & David (A Division of 1-800 Flowers Inc.)

Jonathan Shokrian
Founder and CEO
MeUndies

Jeff Watton
Co-CEO
Yandy.com

Stephanie Swingle
CMO
Mizzen+Main

Tim Degner
Lead Design Strategist
Nike

Lev Peker
CEO
US Auto Parts

Rich Fulop
Founder & CEO
Brooklinen

Jenna Habayeb
Chief Brand Officer
ipsy

Barry McGeough
Group Vice President
PVH Innovation Next

Benjamin Lord
ED, Global Omnichannel Marketing, CRM & Loyalty
NARS Cosmetics

Kevin Diamond
Head, Global eCommerce
Forever21

Antonio Nieves
CEO
Interior Define

Joshua Builder
CTO & Head Of Product
Rent The Runway

Tony Drockton
Founder and “Chief Cheerleader”
Hammitt

Sachin Puri
Sr. Director, Global Head of Performance Marketing
StubHub

Lee Senderov
President, Digital,
Richline Digital
Richline Group

Adam Goldston
Co-Founder
Athletic Propulsion Labs (APL)

Brigid Foster
COO
Soludos

Angela Hsu
SVP, Marketing & eCommerce
Lamps Plus

Heather Craig
Head of Retail Experience
thredUP

7:10 am
Networking Breakfast & Registration
7:45 am
Chairperson’s Opening Remarks
7:40 am
Welcome Remarks
8:00 am
KEYNOTE The Journey To Answers: Will AEO Replace SEO?
8:20 am
KEYNOTE PANEL DISCUSSION Making The Most Of Your Paid Search Budget
8:45 am
Roundtable Host Introductions
9:05 am
Interactive Roundtables
10:25 am
Morning Coffee & Refreshments
10:55 am
KEYNOTE PANEL DISCUSSION REMIX Evaluating Customer Search Behavior Today: Are You On Track?

11:20 am
Interactive Roundtables
12:40 pm
How To Make Voice Commerce Work In Online Retail
1:00 pm
Lunch & Networking
2:00 pm
LIGHTNING ROUND The Battle Of Search Marketing Dollars: Google Vs. Amazon
2:25 pm
Interactive Roundtables
3:45 pm
Retailer Case Study Meeting Your Customers At The Right Moment: Online Ad Optimization
4:05 pm
Afternoon Coffee & Refreshments
4:35 pm
Conclusion Of Transform Search Summit

5:00 pm
Cocktails & Conversations (Retailer-Only): Connect With Retail Peers From Similar Sized Organizations <div>1. 0-25 Million in online revenues</div> <div>2. 25 – 100 Million in online revenues</div> <div>3. 100 – 500 Million in online revenues</div> <div>4. 500 Million+ in online revenues</div>
5:45 pm
Conclusion Of Cocktails & Conversations
5:45 pm
eTail Receptions! Four Season Themed WILD Parties In One Night! “APRES SKI” Costas Nightclub “SPRING CHERRY BLOSSOMS” Mikado Restaurant “SUMMER SOLSTICE” The Pointe “FALL OKTOBERFEST” Rockwood Grill
6:00 pm
Registration Closed

eTail

TRANSFORMING RETAIL. TOGETHER.

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JW Marriott, Palm Springs, CA

REGISTER

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etailpalmsprings.com

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