

eTail™ BOSTON

Power your growth.

August 11 - 14, 2025 • Sheraton Boston, MA



A Year-Round Community of Retail Innovators

eTail is a community that keeps you engaged and ahead of the curve all year long. Join top retail minds to exchange ideas, tackle challenges, and shape the future. Expect real conversations and a network that supports you every step of the way.



Hear it From the eTailers

From breakthrough strategies to career-defining connections, these are the stories of growth, straight from the retail leaders living it.



If I could only go to a single retail conference this would be the one! Networking and collaboration opportunities are abundant. I've established great connections that now serve as a cohort of like-minded professionals who help one another."

DJ Smith
Director of Strategy and Analytics
La-Z-Boy Incorporated



eTail is the perfect conference size where I don't feel overwhelmed as a brand yet can also have meaningful interactions and conversations with peers and new friends. I'll be returning to eTail every year!"

Elizabeth Fenton
Sr. Manager, Performance Marketing
MoroccanOil



The sheer scale of this event speaks to the success it's had over the last 25 years. From well curated companies to an amazing speaker lineup, this is an event you can't afford to miss if you are in the retail/eCommerce space."

Ashley Newman
Director of Marketing + Communications
ZippyPaws

Meet The Industry Leaders Guiding This Year's Agenda

Your 2025 eTail Advisory Board



Suruchi Shukla
VP, Marketing
Minted



Angela Caltagirone
CMDO
PB5Star



Angela Hsu
Former CMO
Overstock.com



Mark Deruyter
Vice President of Digital
Om Mushrooms



Mark Bietz
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James Keller
CEO
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Former Interim CEO
Modcloth Inc.



Courtney Graybill
*VP, Marketing Planning,
Personalization &
Capabilities*
Kohl's



Ted Silverman
*Director, eCommerce
Marketing and Analytics*
Mattel



Ryan McClurkin
Chief Analytics Officer
JTV

The Voices Shaping Retail

<p>PJ Oleksak CEO Nuts.com</p>	<p>Christina Monkman Head of eCommerce Ikea North America</p>	<p>Ryan McClurkin Chief Analytics Officer JTV</p>	<p>Rohit Nathany Chief Digital Officer Mejuri</p>	<p>Heather Bennett EVP, Marketing & eCommerce The Michaels Companies</p>	<p>Feliz Papich SVP, Digital Technology Experience Crocs</p>	<p>Kalyan Chintam Chief Digital & Information Officer Container Store</p>	<p>Erica Randerson VP, eCommerce Edible Brands</p>
<p>Gina Lucania Vice President, Wholesale Sales & Marketing Goop</p>	<p>Aaron Sullivan VP, eCommerce Wolverine Worldwide</p>	<p>Veronica Alcaro VP of Brand Zenni Optical</p>	<p>Matt Trainor SVP, Brand Creative Lands' End</p>	<p>Stuart Hogue SVP, US Consumer Lands' End</p>	<p>Ryan Fagan VP, Digital The Lowe's Companies</p>	<p>Elizabeth Zeitlow VP, Customer Experience Insights, Strategy & Research Signet Jewelers</p>	<p>Brian Schmidt VP, Digital & eCommerce Brooks Brothers</p>
<p>Brett Bone VP of Strategic Planning, Simple Human</p>	<p>Brian Librach Vice President of Stores Party City</p>	<p>Chris Hansen VP of Digital Product Sally Beauty</p>	<p>Paige Decker VP, Acquisition AG1</p>	<p>Stacie Santana Senior Director of Marketing Operations Home Depot</p>	<p>Hannah Roshetko Raser AVP, Front Store Strategy & Transformation CVS Health</p>	<p>Kristin DiCorleto Head of Marketing CMX CVS Health</p>	<p>Kacey Sharrett Former Head of Global Direct to Consumer GoPro</p>
<p>Mark Murphy Senior Director, eCommerce & Digital Marketing Garnet Hill (Qurate Group)</p>	<p>Angie Kubicek Senior Director of Growth Marketing Omaha Steaks</p>	<p>J.J. Camera Senior Director, Digital Product Creation Tapestry</p>	<p>Sabu Thomas Senior Director of Digital Engineering BJ's Wholesale Club</p>	<p>Matt Ezyk Senior Director, Engineering eCommerce Hanna Andersson</p>	<p>Julia Piccone Director, Marketing Nuuly</p>	<p>Shannon Sullivan Director, eCommerce, Edible Brands</p>	<p>Jill Marcus Smith Director, Marketing Victoria's Secret</p>

The Voices Shaping Retail

<p>Rachel Dudley Director of CRM Sonos</p>	<p>Kayla Brown Director of Customer Lifecycle Hibbett Sports</p>	<p>Dianna Lyngholm Director, Creative Services FUN.com</p>	<p>Mark Danisewicz Director, eCommerce Cole Haan</p>	<p>Kim Jackson Director, eCommerce Harley-Davidson Motor Company</p>	<p>John McKinney Head of Digital and Customer Boohoo</p>	<p>Alexandra Martin Director, Site Merchandising Optimization Kendra Scott</p>	<p>Alex Ramey Associate Director, Social Marketing The Honest Company</p>
<p>Kayla Castro Sr Manager, Affiliates & Partnerships Zenni Optical</p>	<p>Giana Marinelli Paid Media Manager Spencer's</p>	<p>Ben Erwin CEO Charitybuzz</p>	<p>Helya Mohammadian Founder & Chief Innovator Chick SlickChicks</p>	<p>Jaclyn Fu CEO Pepper</p>	<p>Aaron Luo Co-Founder and CEO Caraa</p>	<p>John Stellato President and CEO Hydrow</p>	<p>David Liu Co-Founder Leatherology</p>
<p>Michael Weider CEO & Co-Founder Lalo</p>	<p>Lockie Andrews CEO Rich Haircare</p>	<p>Jenny Coates CEO Boathouse Sports</p>	<p>Erin Potempa-Wall COO and Co-Founder Beachwaver</p>	<p>Lindsay Held Co-Founder, Reserve Bar, Board Member Vices</p>	<p>Sarah Sathaye Chief Revenue Officer Naadam</p>	<p>Chanel Scales CEO Shingo Fashion</p>	<p>Bill Davis CEO BeachNecessities</p>
<p>Howie Busch Founder & Dude in Chief Dude Robes</p>	<p>David Luba Co-Founder tentree & veritree</p>	<p>Ken Ehrman Founder Halo Collar</p>	<p>Jay Hunter CRO MaryRuth Organics</p>	<p>David Oksman Vice President of Marketing and Direct-to- Consumer Samsonite</p>	<p>Taryn Rayment CMO J.McLaughlin</p>	<p>Tierney Wilson CMO Sakara Life</p>	<p>Meg Lovejoy CFO Sakara Life</p>

The Voices Shaping Retail

Dylan Jones <i>CMO</i> Podium Nutrition	Andrea Bozeman <i>CMO</i> Tilebar	Christy Monaghan <i>CMO</i> Almond Cow	Elizabeth Drori <i>CMO</i> Kizik	Matt Leonard <i>CMO</i> Purple Carrot	Jessica Serrano <i>CMO</i> DIG	April Guidone <i>COO</i> SMAC Entertainment	Reba Hatcher <i>Chief Commercial Officer</i> Butcherbox
Stephen Simonis Jr. <i>Chief Revenue Officer</i> The Beard Club	Nick Unkovic <i>Chief Strategy & Information Officer</i> EG America	Vicky Pasche <i>Co-Founder & CEO</i> Dapperboi	Charisse Pasche <i>Co-Founder & CEO</i> Dapperboi	Kate Zibell <i>Former SVP Customer Experience</i> Kuiu	Daniel Rodriguez <i>CEO</i> Currently Wines	Kristin DiCunzolo <i>SVP, Direct, Marketing & Marketplace Business</i> Wacoal America	Lindsey Kling <i>SVP, Brand Marketing & Partnerships</i> Coterie
Caitlin Berzok <i>SVP, Digital</i> Therabody	Christopher Pond <i>SVP, Growth</i> BRUNT Workwear	Ash McMullen <i>Head of eCommerce</i> Advantice Health	Scott McTavish <i>Managing Director</i> Purdy's Chocolatier	Fatih Nayebi <i>VP, Data & AI</i> ALDO Group	Elyse Propis <i>VP, Growth Strategy</i> Wonder	Kelsey Knight <i>VP, Global ecommerce</i> Slumberkins	Chinmay Gupta <i>Group VP, Technology</i> EG America
Davide Mattucci <i>VP, Brand Marketing & Global DTC</i> PrAna	Alejandra Tenorio <i>Vice President, Digital Marketing + eCommerce</i> RMS Beauty	Lindsey McClelland <i>VP of Marketing</i> Little Sleepies	Artie Sharpe <i>Vice President, Global Digital & eCommerce</i> ByHeart	Jacee Scoular <i>VP, Brand Marketing</i> Groupe Dynamite	Jennifer Brush <i>VP, Product Innovation & Brand</i> Guayaki Yerba Mate	Angela Gruszka <i>VP, Marketing</i> Charitybuzz	Cara Hardy <i>Vice President, eCommerce & Digital Marketing</i> The Paper Store

The Voices Shaping Retail

Brit Tucker
Vice President, Product
Society6

Brian Costello
Head of Owner Growth Marketing
GM

Kristie Bidlake
Executive Director of eCommerce
GM

Ashley Serotta
Senior Director, Global IT Digital and Ecommerce
Revlon

Leanna Nazzisi
Senior Director of CX
Victoria Beckham Beauty

Merri Fioretti
Senior Director of eCommerce
Samsonite

Tiffany Lee
Senior Director, Performance Marketing & Partnerships
Fleet Feet

Sara Resnick
Senior Director, Customer Lifecycle & Customer Experience
Western Union

Chris Parsons
Senior Director, Omni-Channel Marketing and Strategic Insights
Home Hardware Stores

Leslie Griffin
Senior Director, Digital Analytics
Ahold Delhaize

Kimberly Shenk
Co-Founder & CEO
Novi Connect

Cat Levya
Director, Retention & Social Commerce
MaryRuth Organics

John Trippe
Technical Director, eCommerce
Hiya Health

Allie Landry
Director, eCommerce
Tatte Bakery

Amanda Michel
Director of Marketing, US
Backmarket

Meredith Parmalee
Director of Performance Marketing
Unreal Snacks

Lindsay Crasnick
Director of Digital Experience + Product
bartaco

Drew Pion
Director, Email & SMS
Wild Alaskan Company

Caroline Volz
Director of Growth Marketing
Tuckernuck

Madeline Eiler
Director of Digital Product
Blueland

Kiara Sanchez-Mora
Senior Director, Customer Lifecycle & Customer Experience
Bonafide Health

Ilana Belkin
Director & GM, Kt
Knix

Morris Shipper
Director of Digital Marketing and eCommerce
Artika

Stephanie Grubert
Director, eCommerce Sales
Torani

The Voices Shaping Retail

Joan Abrams
*Director, eCommerce,
DTC*
Dorel Home

Angela Kendall
Director, Retail
**Velvet By Graham &
Spencer**

Justin Rinaldi
*Director of Marketing
and eCommerce*
**Safety Speed
Manufacturing**

Alexa Hall
*Senior Media Buyer, Paid
Social, Performance
Division*
FIGS

Poonam Goyal
*Sector Head and Senior
Equity Analyst for North
American E-Commerce*
Bloomberg Intelligence

Carlisle Russel
*Senior Social Media
Manager*
Charlotte’s Web

Abha Gallewale
*Senior Manager, Global
Social + Performance
Marketing*
Asics

Scott Lester
*Senior Manager
Digital & eCommerce*
eos Products

eTail Boston Moderators:

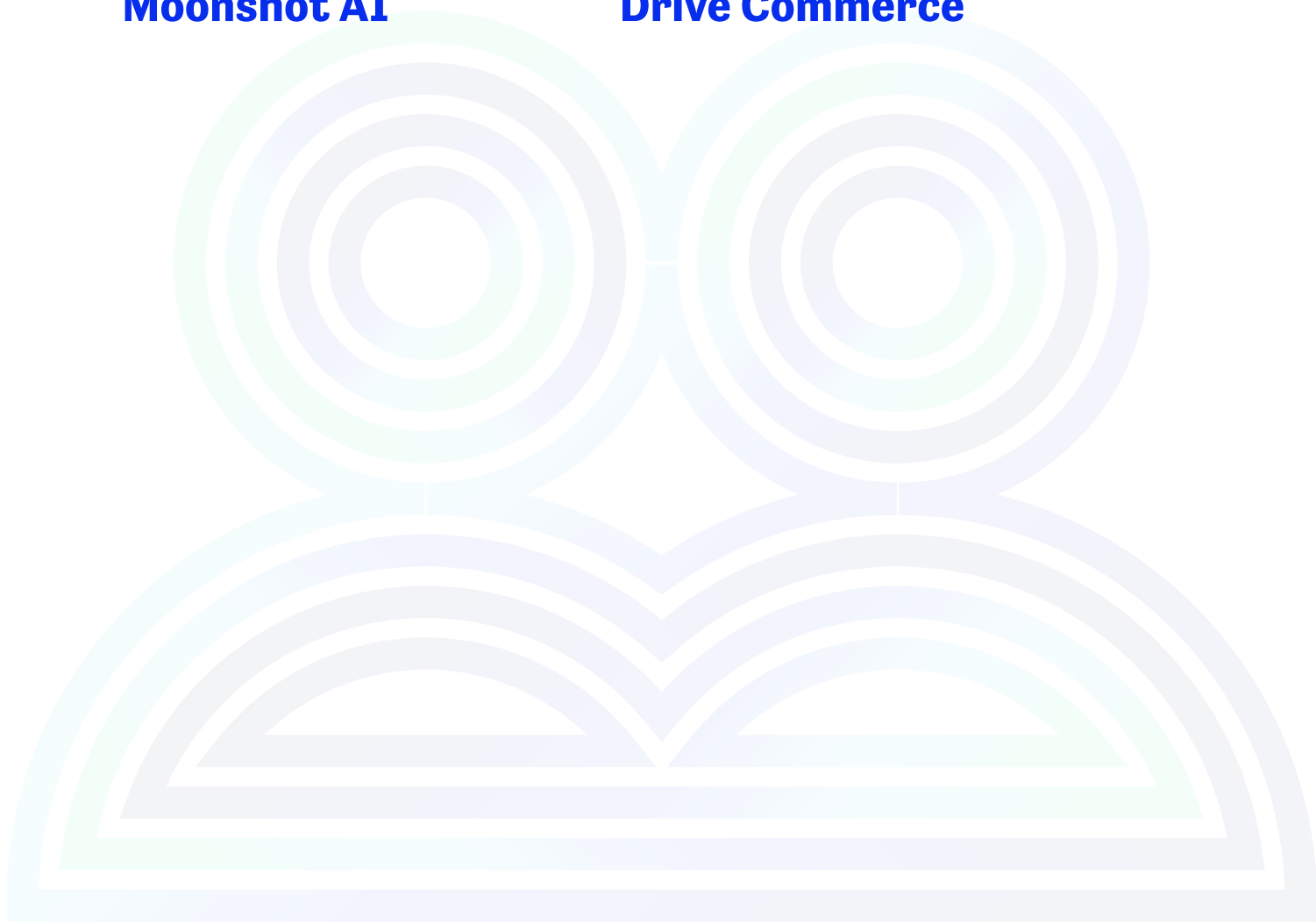
Aviv Frenkel
CEO & Co-Founder
Moonshot AI

Ryan Bell
CSO
Drive Commerce

Suzy Davidkhanian
Vice President, Content
eMARKETER

Scott Ohsman
Co-Host
Always Off Brand

**Ananda “Andy”
Chakravarty**
VP Research, Retail
IDC



Store Tours

Open to Retailers Only

Join fellow attendees for your choice of two exclusive store tours, showcasing innovative experiences and bold branding - all while enjoying a fun afternoon and exploring the local area. *Space is very limited! Email elizabeth.robillard@wbresearch.com or steven.peters@wbresearch.com ASAP to reserve your spot.*



Tour 1:
Seaport Stores Tour:
Featuring Lunya



Tour 2:
Back Bay Store Tour:
Featuring DICK'S House of Sport & Rothy's and John Fluevog Shoes

Tour registration:
2:45 PM

Leave for tour:
3:00 PM

Back at hotel:
5:30 PM

The eTail Visionary Awards

The Visionary Awards celebrate retail leaders driving innovation in social media, omnichannel, AI, and brand collaborations. Nominating a colleague or client is not only a powerful way to spotlight their hard work, but also a moment to celebrate the leaders that continue to power up and push the industry forward. Winners will be announced and showcased at eTail Boston.

Awards Calendar/Criteria

Finalists are selected by a panel of independent judges selected by the eTail team. They will be notified a month before the event and will receive a complimentary pass to attend eTail Boston. Award winners in all four categories will receive up to 2 free nights of hotel at the Sheraton Boston.

Awards Calendar/Criteria

If you are interested in nominating yourself or a colleague, **[click here](#)**.

CATEGORY 1:
Biggest (Positive)
Viral Moment

CATEGORY 2:
Most Effective AI
Implementation

CATEGORY 3:
Strongest Brand
Collaboration

CATEGORY 4:
Best 360 Customer
Experience

eTail™ BOSTON

We Are eTailers

When you join eTail, you're not just attending a conference. You're becoming part of a community of curious thinkers, retail leaders, and bold builders.
You're officially one of the eTailers.

Follow us on social and stay part of the conversation all year long.

We're sharing behind-the-scenes content, retail insights, speaker spotlights, and so much more.



Wicked Fun In Boston

Monday, August 11, 2025

Welcome Happy Hour at Porto

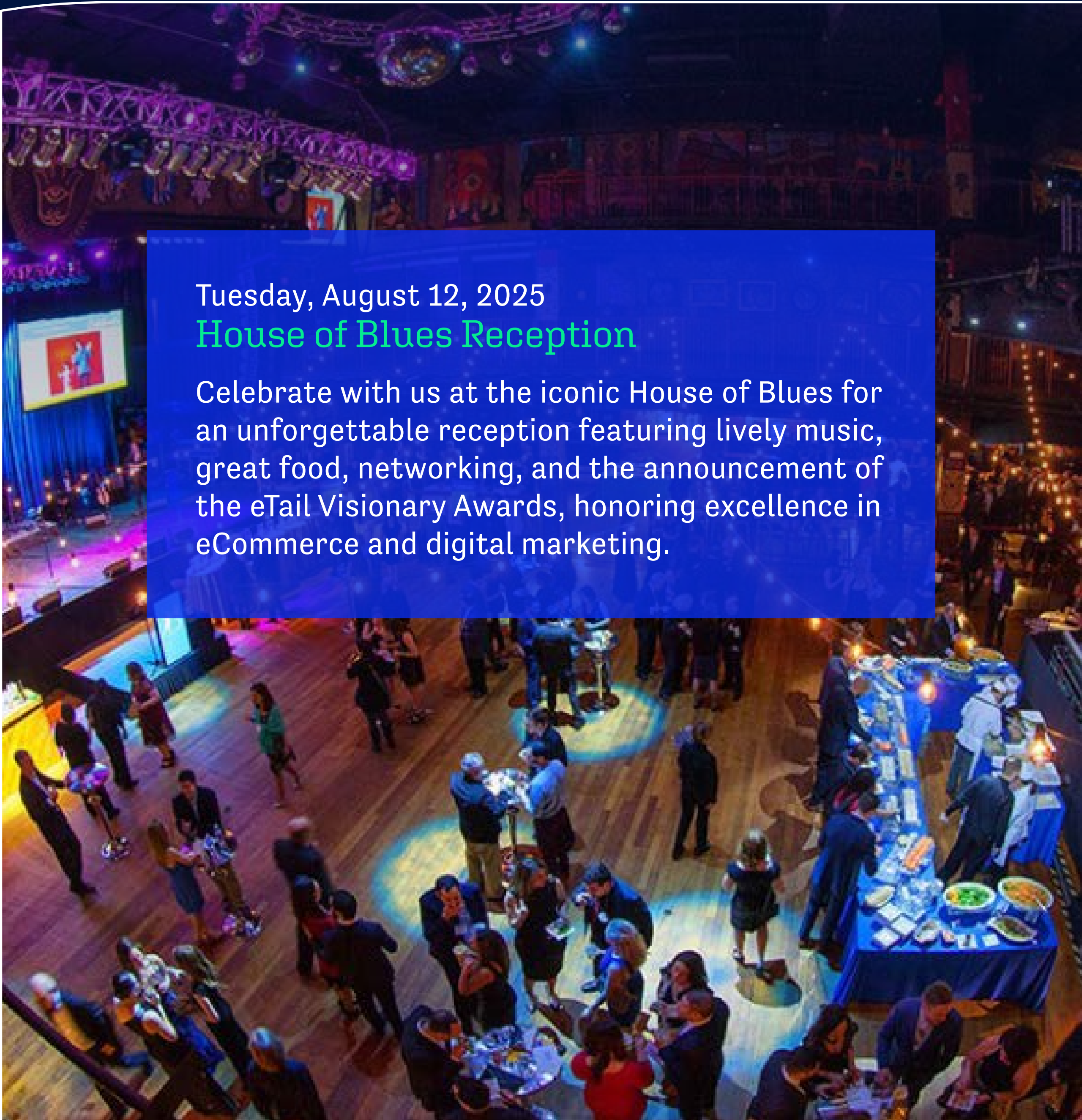
Join fellow eTailers at a lively happy hour at Porto Restaurant in Back Bay—complete with cocktails, small bites, and summer vibes, this is the perfect way to spark connections and set the tone for an inspiring conference ahead.



Tuesday, August 12, 2025

House of Blues Reception

Celebrate with us at the iconic House of Blues for an unforgettable reception featuring lively music, great food, networking, and the announcement of the eTail Visionary Awards, honoring excellence in eCommerce and digital marketing.



[JUMP TO:](#)

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[AGENDA](#)

[VENUE](#)

[PRICING](#)

Search and Performance Marketing Summit

Keynotes & panels start at 8AM and continue all day. Topics will include:

KEYNOTE: The Future of Conversational Search in a Digital Assistant Era

Matt Ezyk, Senior Director, Engineering eCommerce, **Hanna Andersson**

KEYNOTE: A Symbiotic Relationship: Melding Brand Marketing and Performance Marketing

Giana Marinelli, Paid Media Manager, **Spencer's**

PANEL DISCUSSION: Your Cross-Channel Attribution Strategy: Measuring Performance Marketing Effectiveness

Leslie Griffin, Senior Director, Digital Analytics, **Ahold Delhaize**

Tiffany Lee, Senior Director, Performance Marketing & Partnerships, **Fleet Feet**

John McKinney, Head of Digital and Customer, **Boohoo**

PANEL DISCUSSION: Optimizing Your Media Mix for 2025: Embracing Emerging Channels & Testing Evolving Strategies

Kayla Castro, Sr Manager, Affiliates & Partnerships, **Zenni Optical**

Alexa Hall, Senior Media Buyer, Paid Social, Performance Division, **FIGS**

Christopher Pond, SVP Growth, **BRUNT Workwear**

Paige Decker, VP, Acquisition, **AG1**

Solution Provider Roundtables

Solution provider roundtables begin at 9:05AM and continue in increments all day. These are your chances to meet fellow attendees AND solution providers who can help you solve your biggest customer loyalty and email challenges.

5:00 PM
'Meet Your eTail Crew' Mix & Mingle Event

After a full day of sessions, unwind and connect with fellow attendees who share your interests and challenges and meet new people to hang out with for the rest of the week.

Retailer Only

5:00 PM
eTail First Timers Meetup Groups

First time to eTail? Join fellow first timers for a welcome networking event hosted by eTail veterans!

Retailer Only

5:40 PM
eTail Welcome Happy Hour

Loyalty & Customer Retention Summit

Keynotes & panels start at 8AM and continue all day. Topics will include:

KEYNOTE FIRESIDE: Using Immersive Experiences to Develop Long Term Loyalty with Customers

Hannah Roshetko Raser, Assistant Vice President of Front Store Strategy & Transformation, **CVS Health**

FIRESIDE CHAT: Providing REAL Value Through SMS Customer Relationships

Dylan Jones, CMO, **Podium Nutrition**

PANEL DISCUSSION: Enhancing Customer Journeys Through Personalized Email and SMS Strategies

Drew Pion, Director, Email & SMS, **Wild Alaskan Company**

Kayla Brown, Director of Customer Lifecycle, **Hibbett Sports**

Aaron Sullivan, VP, eCommerce, **Merrell**

Solution Provider Roundtables

Solution provider roundtables begin at 9:05AM and continue in increments all day. These are your chances to meet fellow attendees AND solution providers who can help you solve your biggest customer loyalty and email challenges.

5:00 PM

eTail First Timers Meetup Groups

First time to eTail? Join fellow first timers for a welcome networking event hosted by eTail veterans!

Retailer Only

5:00 PM

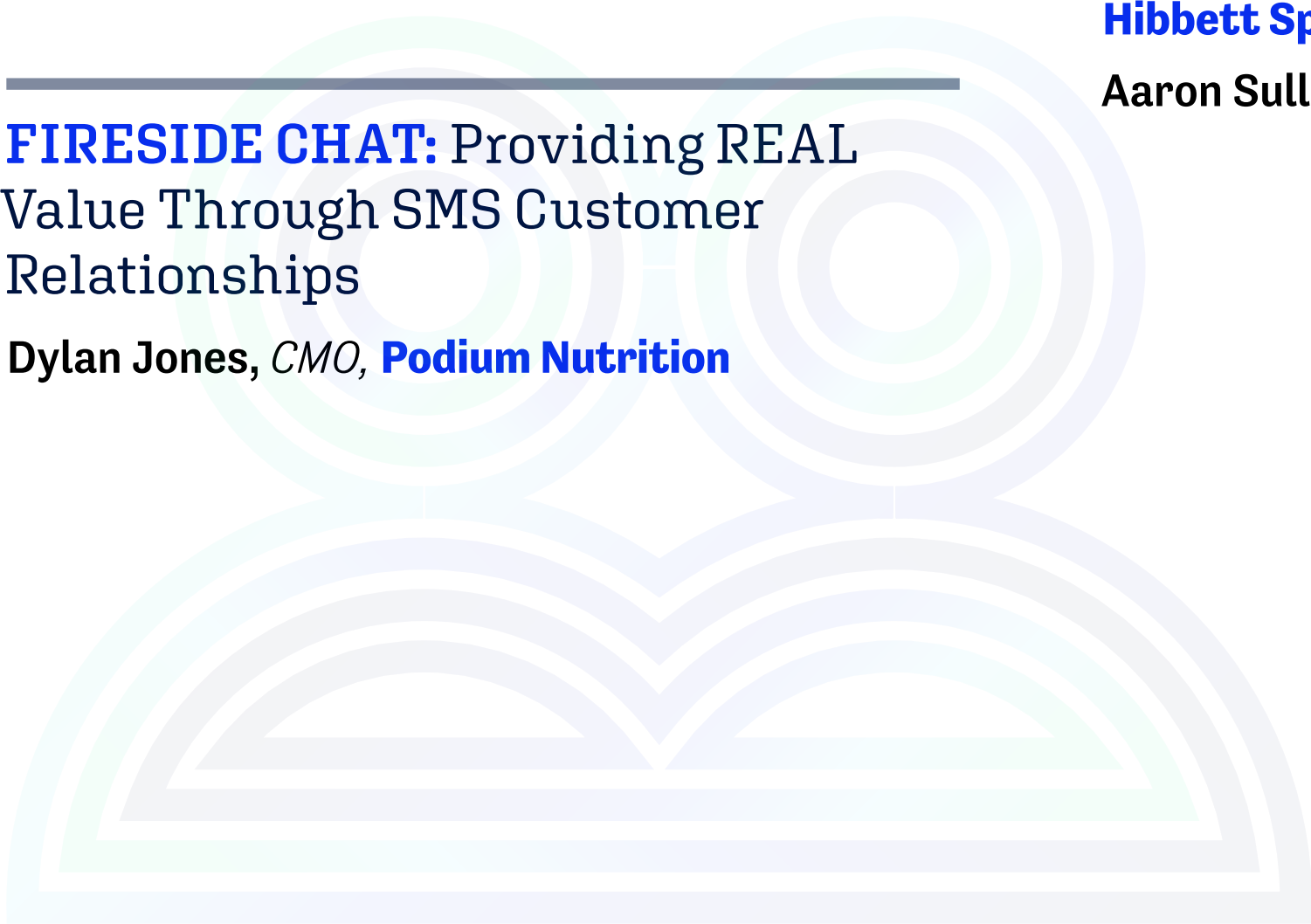
Meet Your eTail Crew' Mix & Mingle Event

After a full day of sessions, unwind and connect with fellow attendees who share your interests and challenges and meet new people to hang out with for the rest of the week.

Retailer Only

5:40 PM

eTail Welcome Happy Hour



Future Customer Journey Summit

Keynotes & panels start at 8:30AM and continue all day. Topics will include:

KEYNOTE FIRESIDE: How to Speak CFO: Learning the Languages Your Fellow C-Suite Executives Speak

Tierney Wilson, CMO, [Sakara Life](#)

Meg Lovejoy, CFO, [Sakara Life](#)

KEYNOTE: Commerce with a Conscience: How Purpose-Driven Retail Drives Growth and Builds Community

Angela Gruszka, VP, Marketing, [Charitybuzz](#)

Ben Erwin, CEO, [CharityBuzz](#)

KEYNOTE: Unlocking Long-Term Growth: Strategies for Maximizing Customer Lifetime Value in Ecommerce

Ryan McClurkin, Chief Analytics Officer, [JTV](#)

KEYNOTE PANEL DISCUSSION: Finding the Sweet Spot: Juggling D2C, Wholesale and Marketplaces for Maximum Impact

Stuart Hogue, SVP US Consumer, [Lands' End](#)

Kristin DiCunzolo, SVP, Direct, Marketing & Marketplace Business, [Wacoal America](#)

Lindsey Kling, SVP, Brand Marketing & Partnerships, [Coterie](#)

5:00 PM

Meet Your eTail Crew Mix & Mingle Event

After a full day of sessions, unwind and connect with fellow attendees who share your interests and challenges and meet new people to hang out with for the rest of the week.

Retailer Only

5:00 PM

eTail First Timers Meetup Groups

First time to eTail? Join fellow first timers for a welcome networking event hosted by eTail veterans!

Retailer Only

STORE TOURS:

Join your fellow attendees in your choice of two separate tours of local stores that are innovating their physical experiences or pushing the boundaries of branding.

Registration - 2:45 PM

Leave for Tour - 3:00 PM

Back at Hotel - 5:30 PM

This event is for retailers only and spots are limited, please email elizabeth.robillard@wbresearch.com if you'd like to secure your space.

5:40 PM

eTail Welcome Happy Hour

The Artificial Intelligence Summit NEW

Keynotes & panels start at 8:30AM and continue all day. Topics will include:

KEYNOTE: AI-Powered Marketing Strategies: Unlocking Growth with Predictive Analytics and Automation

FIRESIDE CHAT: The Impact of AI on Search and Search Ad Spend



PANEL DISCUSSION: AI in Retail: Transforming eCommerce and Digital Marketing for the Future
Artie Sharpe, Vice President, Global Digital & eCommerce, **ByHeart**

AI Technology Demos
AI Technology Demos Begin at 10:50 and continue in increments all day. All day long, we will be bringing you content alongside of 10 minute AI technology demos to help you decide where to invest your AI dollars.

5:00 PM
eTail First Timers Meetup Groups
First time to eTail? Join fellow first timers for a welcome networking event hosted by eTail veterans!
Retailer Only

5:00 PM
Meet Your eTail Crew Mix & Mingle Event
After a full day of sessions, unwind and connect with fellow attendees who share your interests and challenges and meet new people to hang out with for the rest of the week.
Retailer Only

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Back at Hotel - 5:30 PM
This event is for retailers only and spots are limited, please email elizabeth.robillard@wbresearch.com if you'd like to secure your space.

5:40 PM
eTail Welcome Happy Hour

Striving for Simplification and Profitability in the AI Era

Full attendee registration & breakfast starts at 7:30 AM
Keynotes begin at 8:00 AM with some of the BIGGEST names in the industry featuring topics such as:

KEYNOTE: Personalization at Scale:
Harnessing Data at Every Point of the
Customer Journey
Feliz Papich, SVP, Digital Technology, Experience,
Crocs

KEYNOTE PANEL: The Customer
Odyssey: Navigating The Full
Journey from Discovery to Loyalty
Brian Schmidt, VP Digital & eCommerce, Brooks
Brothers
Alejandra Tenorio, Vice President, Digital
Marketing + eCommerce, RMS Beauty
Daniel Rodriguez, CEO and Founder,
Currently Wine
Speaker to be named, **Algolia**

KEYNOTE PANEL DISCUSSION:
Defining What Success Looks Like for
the Modern Marketer
Jaclyn Fu, CEO, Pepper
Aaron Luo, Co-Founder and CEO, Caraa
David Liu, Co-Founder, Leatherology
Rachel Dudley, Director of CRM, Sonos

EXPO Breaks Featuring the
Innovation Theater and the Retail
Swag Corner

1:15 PM
Lunch

2:15 PM
Tracks Begin

TRACK 1: Customer Conversion
and UX

TRACK 2: Omnichannel Customer
Journey

TRACK 3: Data and
Personalization

TRACK 4: AI & Trends in
Innovation

TRACK 5: Retailer Only
Connections: C Suite Retreat:
Panel + Roundtable Discussions

Afternoon EXPO Break Featuring the
Innovation Theater and the Retail
Swag Corner

Cheers with Peers Sponsored
Tastings

Tracks Continue

eTail House of Blues Reception:
Featuring the eTail Visionary Award
Winners Announcement

Preparing for Today’s ‘Quality Conscious’ Consumer

Full attendee registration & breakfast starts at 7:30 AM
Keynotes begin at 8:00 AM with some of the BIGGEST names in the industry featuring topics such as:

KEYNOTE: The Trends Impacting Retail in 2025: Continued Inflation, Changing Customer Behavior and the Geopolitical Atmosphere
*Poonam Goyal, Sector Head and Senior Equity Analyst for North American E-Commerce, **Bloomberg Intelligence***

KEYNOTE FIRESIDE CHAT: Modernizing an Iconic Brand: Winning Over A New Generation When You Have 115 Years of Heritage
*David Oksman, Vice President of Marketing and Direct-to-Consumer, **Samsonite***

KEYNOTE PANEL DISCUSSION: The Traditional Marketing Funnel is Dead, Long Live the Funnel! Following New Non-Linear Customer Journey
*Caitlin Berzok, SVP, Digital, **Therabody**
Jenny Coates, President, **Boathouse Sports***

EXPO Breaks Featuring the Innovation Theater and the Retail Swag Corner

1:10 PM
Lunch

2:10 PM
Tracks Begin

TRACK 1: New Growth Opportunities: Marketplaces, International Expansion & Retail Media Networks

TRACK 2: Performance Marketing

TRACK 3: Social/Social Commerce & Community

Retailer Only Connections: Women in eTail Panel

Afternoon EXPO Break Featuring the Innovation Theater and the Retail Swag Corner

Cheers with Peers Sponsored Tastings

Tracks Continue

5:20 PM
Retailer Only Mastermind Roundtables

5:40 PM
Speaker Appreciation Cocktail Party

Visions for The Retail Future

Full attendee registration & breakfast starts at 7:30 AM
Keynotes begin at 8:00 AM with some of the BIGGEST names in the industry featuring topics such as:

KEYNOTE FIRESIDE CHAT:
Respecting Brand Heritage While
Focusing on Innovation and Growth:
The Nuts.com Story
PJ Oleksak, CEO, [Nuts.com](#)

KEYNOTE: Transforming Customer
Engagement with AI-Powered
Chatbots
Jessica Serrano, CMO, [DIG](#)

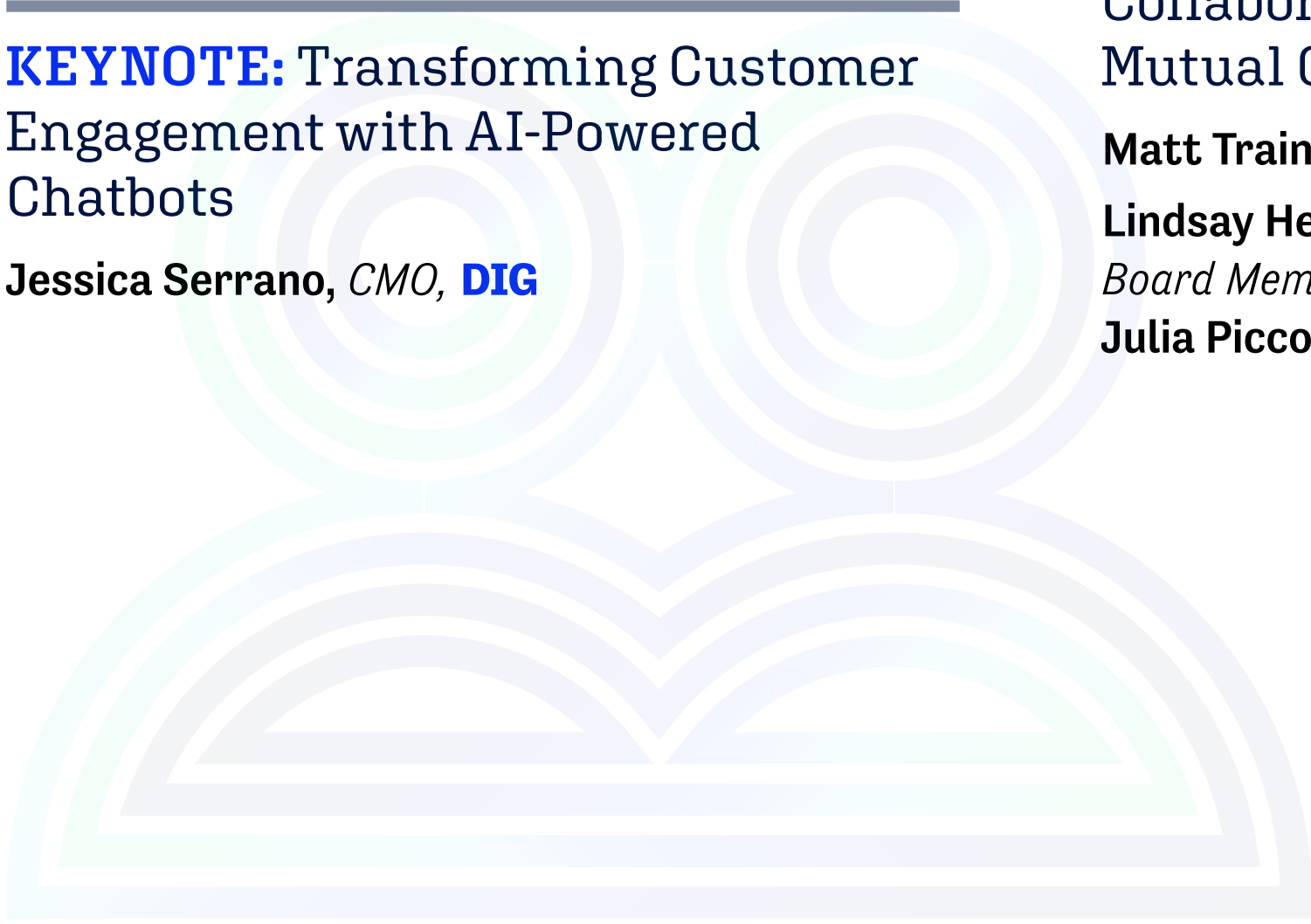
KEYNOTE FIRESIDE CHAT: We're in
D2C 3.0. What Does that Mean?
Michael Weider, CEO & Co-Founder, [LALO](#)

KEYNOTE PANEL: Mastering Brand
Collaborations & Partnerships for
Mutual Growth
Matt Trainor, SVP, Brand Creative, [Lands' End](#)
Lindsay Held, Co-Founder, [Reserve Bar](#),
Board Member, [Vices](#)
Julia Piccone, Director, Marketing, [Nuuly](#)

KEYNOTE PANEL: Profit with
Purpose: Leveraging Sustainability
in the eCommerce Landscape
Amanda Michel, Director of Marketing, US,
[Backmarket](#)
Bill Davis, CEO, [BeachNecessities](#)
Jeff Stein, SVP of Strategy and Business
Operations, [REBEL](#)
Kimberly Shenk, Co-founder and CEO,
[Novi Connect](#)

1:05 PM
Lunch

2:00 PM
eTail Boston 2025 Ends
Thank you for joining us! **See you next year.**



Sheraton Boston Hotel

39 Dalton Street
Boston, MA 02199
Phone: 617-236-2000

Room Rate: \$285 plus tax
Rate Cut Off: Friday, July 18, 2025

Website

Discover your ideal retreat at Sheraton Boston Hotel. Enjoy stunning views of Back Bay and the Charles River, plus elevated comforts like Sheraton Sleep Experience Beds. Relax at the indoor pool with a retractable roof and outdoor sun deck, or stay active in the fitness center with Peloton bikes. Explore Boston with a game at Fenway Park or shopping and dining on Newbury Street.



ROI That Will Power Your Pipeline

Gain direct access to top retail decision-makers with buying power. eTail is a must-attend for eCommerce & omnichannel leaders and worth your time.

Interested in Sponsoring?

Our attendees are engaged, excited and looking to get a leg up on the competition. The energy in the hall is contagious, the connections real, and the opportunities endless. Michelle and Chet will work with you to create a one-of-a-kind package that puts your brand front and center!



Michelle Millard
Sponsorship Sales Manager
Phone: 415-525-3737
sponsor@wbresearch.com



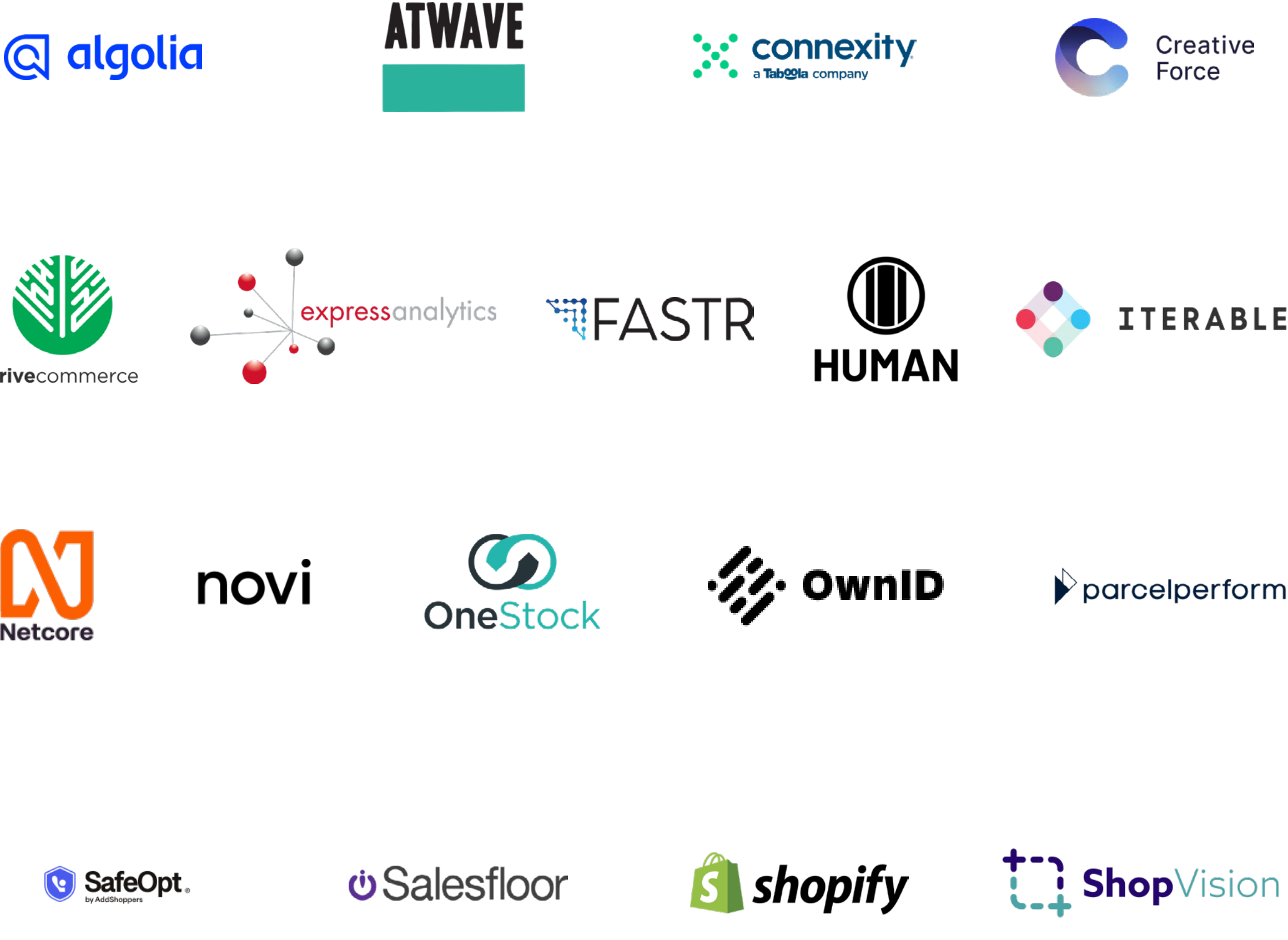
Chet Silverman
Sponsorship Sales Manager
Phone: 914-282-1326
sponsor@wbresearch.com



Our 2025 Sponsors

Sponsorship and Exhibiting opportunities sell out fast!

Contact us!



Our 2025 Media Partners

Interested in exploring a
partnership with eTail?

Contact us!



G L O S S Y



Pricing & Registration

Retailers
& Brands
Four Day Pass
[Aug 11-14, 2025]

\$1,199

\$599.50

First Mover's Discount—
Register by April 30

Register

Retailers
& Brands
Three Day Pass
[Aug 12-14, 2025]

\$999

\$499.50

First Mover's Discount—
Register by April 30

Register

Venture
Capitalists
Three Day Pass
[Aug 12-14, 2025]

\$2,499

Register

Non-Retailers/
Others
Two Day Pass
[Aug 12-13, 2025]

\$4,199

Register

Team
Discounts

Teams of 3-4
5% off

Teams of 5-7
10% off

Teams of 8-9
15% off

Teams of 10+
20% off

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more what's in store!