



GO BEYOND

HORA	SESIÓN	UBICACIÓN
9:30 - 10:00	Registro y café de bienvenida, demos de la suite de soluciones Mirakl	Piano bar
10:00 - 10:50	Apertura del Mirakl Summit Laure Le Gall, Chief Revenue Officer EMEA, Mirakl Marta Gutierrez Rafales, Marketplace Manager, MediaMarkt Maribel Morales Durán, Head of marketplaces and integrations, Born Living Yoga	Auditorium
10:50 - 11:25	Retail Media. Cómo sacarle partido a tu tráfico Cristina Castillo Bobadilla, Marketplaces & Retail Director, Havas Media Group Ricardo López Helguera, Retail Account Executive, Mirakl	Auditorium
11:25 - 12:00	Crea una experiencia de cliente integrada con el modelo de plataforma adecuado David Morales Reyes, E-commerce & Marketplace Manager, Decathlon Cristina Valentí, Senior Platform Consultant, Mirakl	Auditorium
12:00 - 12:30	Pausa café, demos de la suite de soluciones Mirakl, 1:1 meetings	Piano bar
12:30 - 13:05	Descubre el poder de la personalización e-commerce a través de la IA Asier Delgado Muñoz, Head of Digital, Brico Depot Spain Victor Créquy, Account Executive, Mirakl	Almagro
	Las compras B2B van más allá y evolucionan hacia 'one-stop shop' Pau Monserrat, Finance & Corporate Development Director, Coperama Paula Conti Lansac, Senior Account Executive, Mirakl	Auditorium
13:05 - 13:35	Mesa redonda Axel Nazarian, eCommerce Director, Carrefour Spain Carlos Bertran, Head of E-commerce, Sprinter Thibault Bonneton, Director of Digital Sales & Telesales, Orange Spain Paula Conti Lansac, Senior Account Executive, Mirakl	Auditorium
13:35 - 14:00	Entrega de premios y Cierre del evento Sophie Marchessou, Chief Customer Officer, Mirakl Marc Teulières, General Manager, B2B, Mirakl Franck Guellerin, Regional Vice President Southern Europe & MEA, Mirakl	Auditorium
14:00 - 15:30	Cóctel de networking, demos de la suite de soluciones Mirakl, 1:1 meetings	Piano bar