



GO BEYOND

TIME	SESSION	LOCATION
11:30 - 12:30	Exclusive to Customers: Roundtable Discussion	Mezzanine
12:00 - 13:00	Registration & Welcome Coffee	Networking Area
13:00 - 13:50	Mirakl Summit Keynote & Product Update Adrien Nussenbaum, CEO, Mirakl Nagi Letaifa, CTO, Mirakl	Auditorium
13:50 - 14:30	Go Beyond: A conversation with leaders in eCommerce Jason Visse-Demortier, CSO, Best Secret Ralf Bühler, CEO, Conrad Electronic JJ van Oosten, former CDO Kingfisher & Rewe Group	Auditorium
14:30 - 15:00	Coffee Break & Networking	Networking Area
15:00 - 15:35	Go beyond traditional retail Marius Lückemeyer, CDO, MediaMarkt Tobias van der Linden, SVP Commercial Platform, home24 Patrick Luetjens, Director Customer Success, Mirakl	Breakout Room 1
	Go beyond traditional B2B buying to one-stop-shop Markus Wolf, Global Product Owner SIRVIS, Coca-Cola HBC Laura Hassels, Manager EMEA, Platform Advisory Team, Mirakl	Breakout Room 2
	Go beyond traditional retail in the Polish market Mirek Drab, Marketplace Director, Empik Group Bronislaw Wolfram-Jaroszynski, Marketplace Sales Team Leader, Modivo SA Ludowika Peters, Senior Customer Success Consultant	Breakout Room 3
15:35 - 16:10	How to claim your piece of the retail media pie? Anna Sibbing, Head of E-Commerce, Havas Media Germany Georg Sobczak, Regional Vice President, Mirakl	Breakout Room 1
	Create a seamless customer experience with the right platform model Katerina Pestukova, Group Head of Marketplace, Dr.Max Stefan Heuberger, Bereichsleiter Marketplace, Lusini Group Sabrina Wolff, Senior Customer Success Consultant, Mirakl	Breakout Room 2
	The platform shift: reinventing value chains Robert Herzberg, Partner, Boston Consulting Group (BCG) Dickel Sooriah, Vice President B2B Marketplace Offer, Mirakl	Breakout Room 3



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	Navigating strategic platform integration and innovation with Mirakl Lakshmi Varada, Vice President - Delivery & Operations, Zooplus Antoine Deroche, Vice President - Solution Consulting EMEA, Mirakl	Breakout Room 1
16:10 - 16:45	Next level supplier catalog management Leonard Goldschmidt, Senior Solutions Engineer, Mirakl Michael Sahlender, Strategic Accounts Director, Mirakl	Breakout Room 2
	Go beyond guesswork with AI-powered website personalization Johan Lambert, Vice President Sales, Mirakl Louise Elineau-Bleu, Director of e-Commerce, Yves Rocher	Breakout Room 3
	Coffee Break & Networking & Product Demos	Networking Area
	Roundtable Discussions	
16:45 - 17:45	1) Marketplace Monetization: New Ways to Make Money with Dropship and Marketplace Hosted by McFadyen	
	2) Unified Commerce for Your Business Model: Tailoring Platform Architecture for Maximum Value Creation and Conversion Hosted by Shopify	Mezzanine
	3) Kickstart your Go-To-Marketplace Hosted by CGI	
	4) Maximizing Business Growth: Leveraging Marketplaces with Mirakl Connect Hosted by Mirakl Connect	
17:45 - 18:15	Panel Discussion: The next generation of platform pioneers Andreas Heil, COO, hygi.de GmbH & Co. KG Sten Kolod, Head of E-Commerce Marketplace, Axel Springer Tobias Dumont, Strategic Project Manager Group Merchandising, Hornbach Oliver Schepers, Managing Director E-Commerce, Popken Fashion Group Moderated by: Verena Schlüpmann, Managing Director, K5	Auditorium
18:15 - 18:30	Closing Remarks Georg Sobczak, Regional Vice President, Mirakl	Auditorium
18:30 - 22:00	Afterwork Cocktail with Live Music & Award Ceremony	BMW Double Cone