

TOP

RETAIL

INFLUENCERS'

MUST SEE LINEUP FOR
GROCERYSHOP 2022

MONDAY

AFTERNOON

Track 2: Exceptional Omnichannel Experiences

Cutting-Edge Grocery Experiences from Around the Globe

Brands and retail executives from around the world will highlight how they are rethinking the grocery shopping experience to further reduce friction and drive customer satisfaction and loyalty.

2:00pm – 2:40pm PT

Tony Shan, Head of Tmall Global, the Americas, Alibaba
Daniel Lundh, Founder & Chief Operating Officer, Lifvs
Rebecca Bemhena, VP Content, Shoptalk Europe, Shoptalk (Interviewer)

Track 1: Fresh Perspectives on Grocery and CPG

Analyst Perspectives: Consumer Shopping Trends with Staying Power

Hear analysts share research on the latest consumer trends reshaping the industry, highlighting behaviors and preferences that will have a lasting effect.

2:50pm – 3:30pm PT

Darren Seifer, Food & Beverage Industry Analyst, The NPD Group
Bryan Gildenberg, SVP, Commerce, Omnicom Commerce Group
Claire Davies, Partner, L.E.K.

Track 1: Fresh Perspectives on Grocery and CPG

C-Suite Perspectives: Digital Strategies Driving Growth

3:40pm – 4:20pm PT

Tim Simmons, SVP & Chief Product Officer, Sam's Club
Krystina Gustafson, SVP, Content, Groceryshop (Interviewer)
Charisse Hughes, Chief Brand & Advanced Analytics Officer, The Kellogg Company

Mainstage Keynote

4:50pm – 5:10pm PT

Jason Buechel, Chief Operations Officer & Incoming CEO, Whole Foods
Joe Laszlo, VP Content, Groceryshop (Interviewer)

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JOIN OUR
HAPPY HOUR
MEET & GREET:
TUESDAY,
SEPT. 20, 3-5 PM

TUESDAY

MORNING

Track 2: Catering to the New Grocery Consumer

Case Studies: Using Customer Data to Create Engaging Grocery Experiences

Hear executives from retailers and brands share how their companies are delivering engaging marketing, merchandising, in-store and ecommerce efforts by tapping into customer data.

8:30am – 9:10am PT

Ron Bonacci, VP of Marketing & Advertising, Weis Markets
Matt Paolucci, VP, Commercial Strategy, Chobani
Deepak Jose, Global Head of ODDA Data & Analytics Solutions, Mars

Track 1: Exceptional Ecommerce Experiences

The Wall Street Perspective: Winning in Grocery's Digital Future

Leading Wall Street analysts share their thoughts on how companies should balance investing in digital with protecting their bottom lines, and the brands and retailers they think are best positioned to win in the long term.

9:20am – 10:00am PT

Kaamil Gajrawala, Managing Director, Equity Research, Credit Suisse
Anne Mezzenga, Co-CEO, Omni Talk (Interviewer)

AFTERNOON

Mainstage Keynote

2:30pm – 2:50pm PT

John Furner, President & CEO, Walmart U.S., Walmart
Melissa Repko, Retail & Consumer Reporter, CNBC (Interviewer)

Mainstage Keynote

3:10pm – 3:30pm PT

Nathalie Gerschtein, President, Consumer Products Division, North America, L'Oreal
Sarah Engel, President, January Digital (Interviewer)

Track 1: Leadership and Hiring Excellence

Tactics for Attracting, Developing and Retaining Digital Talent

Senior leaders for grocery retailers and brands share the tactics they are leveraging to attract and retain digital talent, as well as how they're upskilling their existing teams to understand and embrace new technologies.

3:55pm – 4:35pm PT

Diana Haussling, VP, GM Digital Commerce, Colgate-Palmolive
Surabhi Pokhriyal, Chief Digital Growth Officer, Church & Dwight
Zia Daniell Wigder, Chief Content Officer, Insider Intelligence (Interviewer)

WEDNESDAY

MORNING

Track 1: Winning Marketing and Merchandising Strategies

Case Studies: Reaching Consumers Through Emerging Platforms

8:30am — 9:10am PT

Dominique Essig, VP & GM of Conversational Commerce, Walmart

Track 2: Building the Grocery Supply Chain of the Future

9:20am — 10:00am PT

Track Keynote: Innovations in Fulfillment, Pickup and Delivery

Yael Cosset, SVP & Chief Information Officer, Kroger
Brendan Case, Retail Reporter, Bloomberg (Interviewer)

Panel: Innovations in Fulfillment, Pickup and Delivery

Oskar Hjertonnsson, Global Head of Grocery & Retail, Co-Founder of Cornershop, Uber
Mustafa Bartin, Chief Retail-Operations Officer, Migros Turkey
Shefali Kapadia, Managing Editor, Financial Times' CPG Specialist (Interviewer)

Mainstage Keynote

11:40am — 12:00pm PT

Fidji Simo, CEO, Instacart

AFTERNOON

Mainstage Keynote

12:00pm — 12:20pm PT

PJ Connor, President of Consumer Products Sales, Hormel Foods
Joe Laszlo, VP Content, Groceryshop (Interviewer)

Mainstage Keynote

2:30pm — 2:50pm PT

Nick Green, Co-Founder & CEO, Thrive Market
Melissa Repko, Retail & Consumer Reporter, CNBC (Interviewer)

Track 1: Exceptional Physical Retail New, Efficient Store Formats and Layouts

Hear from retailers as they highlight the store formats and layouts that have proven most efficient.

3:45pm — 4:25pm PT

Matt Alexander, Co-Founder & CEO, Neighborhood Goods
Stewart Samuel, Program Director, Americas, IGD (Interviewer)

Track 3: Workshops: Marketing Succeeding at Social Commerce in Grocery

Hear an industry expert provide guidance on navigating the complex social commerce landscape and walk through effective techniques that will deliver engagement and conversion.

4:35pm — 5:15pm PT

Michelle Evans, Global Lead of Retail and Digital Consumer Insights, Euromonitor International (Presenter & Interviewer)

Ivonne Kinser, VP, Marketing & Innovation, Avocados From Mexico

THURSDAY

MORNING

Track 3: Deep Dive: Growth Strategies in Grocery

Developing an Effective Retail Media Network Strategy

Hear how brands should evaluate retail media offerings using criteria including their reach, customer base and capabilities, as well as insights into how they can fund these investments and generate the most ROI.

10:10am — 11:10am PT

Kristi Argyilan, SVP, Retail Media, Albertsons Companies
Emily Frankel, SVP, Head, eCommerce Marketing, PepsiCo
Katie Catlin, Partner, The Partnering Group (Presenter & Interviewer)

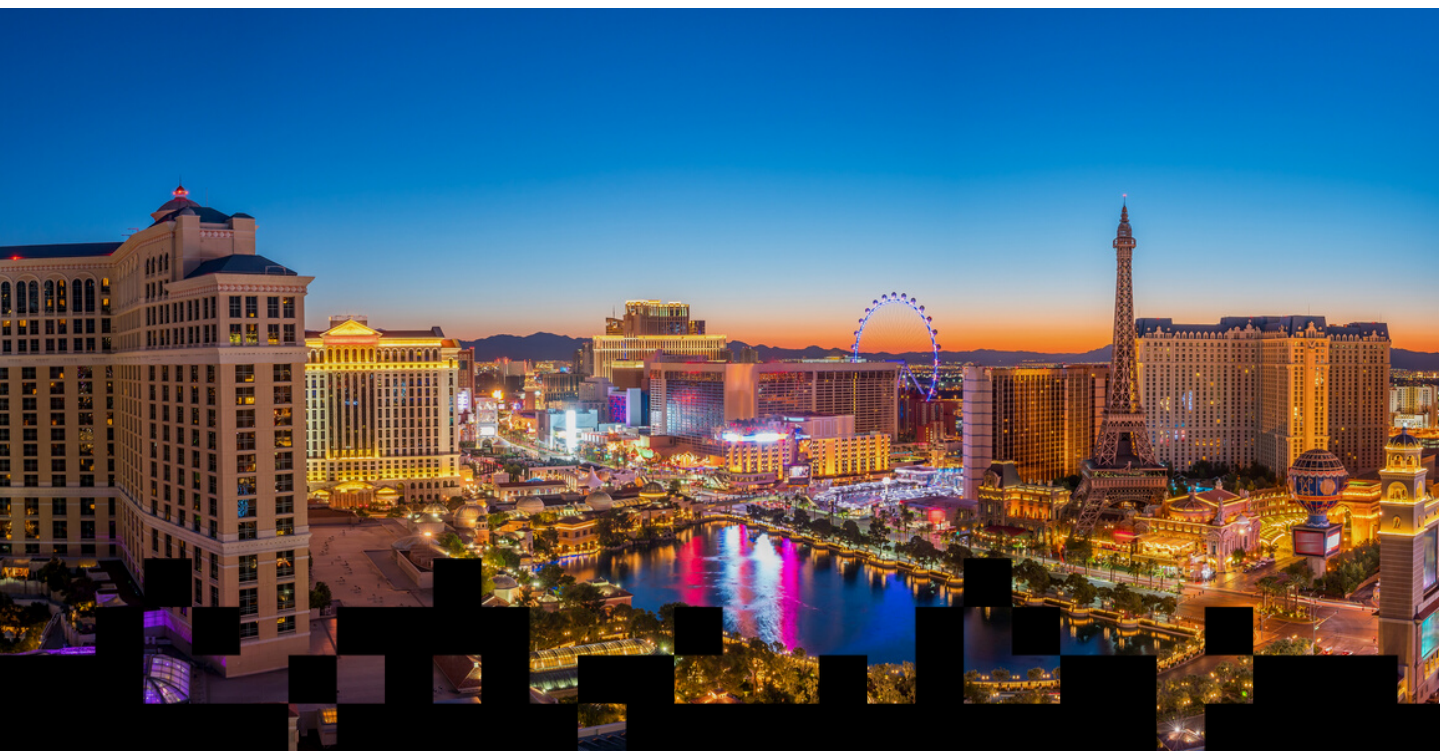
Track 1: Deep Dive: Innovation Strategies

Key Takeaways from Groceryshop 2022

Following four jam-packed days of content, a leader from Groceryshop's content team will be joined on stage by industry experts to discuss the most important insights and takeaways uncovered from this year's conference. Attendees will also have the opportunity to ask questions and share their key learnings with the panel.

11:20am — 12:20pm PT

Krystina Gustafson, SVP, Content, Groceryshop
Joe Laszlo, VP Content, Groceryshop



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