



MIRAKL

Summit

Accelerate

| TIME | SESSION | LOCATION |
|---------------|--|-----------------|
| | Mirakl Keynote Adrien Nussenbaum, CEO, Mirakl | Ballroom |
| 11:00 - 12:30 | Product and AI-Update Anne-Claire Baschet, Chief Data & AI Officer, Mirakl Nagi Letaifa, Chief Technical Officer, Mirakl | Ballroom |
| | Panel Interview Christian Kollesch, VP & CEO, MediaMarktSaturn Laure Le Gall, CRO, Mirakl | Ballroom |
| | Networking Lunch Break featuring Live Demos & 1on1 Meetings | Networking Area |
| 14:00 - 14:30 | The New Operating Standard for Growth & Efficiency Kai Hudetz, CEO, IFH Köln Georg Sobczak, Regional VP, Mirakl | Breakout Room 1 |
| | What Are Top Sellers Doing Differently? The Hidden Playbook for Multichannel Success Marc Teulières, EVP Customer Success, B2B | Breakout Room 2 |
| 14:30 - 15:00 | Breaking the eCommerce Flywheel: A New Era Pierre-Yves Delforge, VP Marketplace, Zooplus Kelly Gow, VP Advisory Program, Mirakl | Breakout Room 1 |
| | Platform Myth-Busting: Handling the Toughest Questions Vanessa Burmester, Director Marketplace, home24 Laura Hassels, Manager EMEA, Platform Advisory Team | Breakout Room 2 |
| | Post - MVP : How to build an ambitious and aggressive Roadmap for Success Frenkel Denie, CCO, ANWB Thiago Castelló, Director Marketplace, Autodoc Dickel Sooriah, VP B2B Marketplace Offer, Mirakl | Breakout Room 3 |
| 15:00 - 16:00 | Networking Coffee Break featuring Live Demos & 1on1 Meetings | Networking Area |



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| | Crafting a Powerful Retail Media Strategy: Insights from Advertisers Philip Kehela, CEO, Mokebo Jonathan Evans RVP of Sales, Mirakl Ads | Breakout Room 1 |
| 16:00 - 16:30 | The Omnichannel Growth Playbook You're Missing Jan Björn Nientiedt, Director Global Partner Program, Douglas Joanna Kusmierczyk, Head of Marketplace, Decathlon | Breakout Room 2 |
| | Why Slow Catalog Onboarding is Draining Your Revenue | Breakout Room 3 |
| 16:45 - 17:15 | Locknote: Mistakes Made, Lessons Learned: The Realities of Scaling an eCommerce Business Verena Schlüpmann, CEO, K5 Brigitte Wittekind, COO, OBI | Ballroom |
| 17:15 - 17:30 | Award Ceremony & Closing Remarks Georg Sobczak, Regional VP, Mirakl | Ballroom |
| 17:30 - 21:00 | Cocktail Reception with breathtaking views over Munich, dinner, and live music | M'Uniqo |