



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 Marketplace, MediaMarktSaturn Laure Le Gall, CRO, Mirakl	Ballroom
12:30 - 14:00	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	Ballroom
	Beyond Platform MVP: Creating a Game-Changing Roadmap to Scale Frenkel Denie, CCO, ANWB Thiago Castelló, Director Marketplace, Autodoc Dickel Sooriah, VP B2B Marketplace Offer, Mirakl	Breakout Room 1
	Monetize your Marketplace with Retail Media: Goals, Strategies, and Tactics Colin Lewis, Director Retail Media Works & Editor in Chief Retail Media, Internet Retailing Jonathan Evans RVP of Sales, Mirakl Ads	Board Room
14:30 - 15:00	Breaking the eCommerce Flywheel: A New Era Pierre-Yves Delforge, VP Marketplace, Zooplus JJ van Oosten, President, Digital Transformation X Kelly Gow, VP Advisory Program, Mirakl	Ballroom
	Platform Myth-Busting: Handling the Toughest Questions Bernd Kenda, Head of Marketplace, Galeria Laura Hassels, Manager EMEA, Platform Advisory Team	Breakout Room 1
	What Are Top Sellers Doing Differently? The Hidden Playbook for Multichannel Success Johan Kretschmer, COO / Partner at ama-X Sophie Marchessou, Chief Customer Officer, Mirakl	Breakout Room 2
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	Ballroom
16:00 - 16:30	The Omnichannel Growth Playbook You're Missing Björn Nientiedt, Director Global Partner Program, Douglas Joanna Kusmierczyk, Head of Marketplace, Decathlon Jakub Krolikowski, Mirakl Lead Eastern Europe	Breakout Room 1
	The hidden Costs of Slow Catalog Onboarding - And how to fix it Lea Seitz, Platform Advisory Consultant, Mirakl Leonard Goldschmidt, Senior Solution Engineer, Mirakl	Breakout Room 2
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 - 21:30	Cocktail Reception with breathtaking views over Munich, dinner, and live music	M'Uniqo Rooftop Bar