



# AGENDA



## TIME FOR THE TRAILBLAZERS

### 11.30-12.30 REGISTRATION

Collect your pass, grab a coffee and have a chat while we wait to begin.

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### 12.30-13.00 OPENING REMARKS

**Christine Nikolaou** and **Daniel Torres Dwyer**, our hosts from The FMCG Guys

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FMCG  
GUYS

### 13.00-13.45 DUDE, WHERE IS MY SHOPPER?

**Julia Kennedy**, Global Strategic Account Director at PriceSpider  
**Efrain Rosario**, Co-Host of The FMCG Guys  
**Ricardo Martins**, Vice President of International B2B eComm at Timex Group

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PriceSpider

### 13.45-14.15 BREAK

Grab a coffee, enjoy some local nibbles, take a call, and explore the venue.

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### 14.15-15.00 AUDIENCE-CENTRICITY

**Greg Wolny**, Vice President of Marketing at Stackline  
**Christine Nikolaou**, Co-Host of The FMCG Guys  
**Lauren Ellison**, Global Head of Digital at Diageo

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Stackline

### 15.00-15.45 GETTING REAL WITH RETAIL MEDIA

**Maurits Priem**, Vice President of Monetization at Ahold Delhaize  
**Olivier Thomas**, Senior Director of Digital Commerce at Coca-Cola

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### 16.00-20.00 THE 6 CS OF COMMERCE: COCKTAILS & CANAPES @ CANDID COMMERCE @ CAPITAL C

Relax, reflect and enjoy the stunning views from Capital C's High Brow bar. We will provide drinks, a mezze-style dinner and a lovely venue to network, relax and connect.



KANTAR