

# SHOP TALK EUROPE

**2-4 June, 2025**  
**Fira Gran Via Barcelona**

**AGENDA SNAPSHOT**





# THE AGENDA DRIVING RETAIL FORWARD

[\*\*SEE FULL AGENDA NOW\*\*](#)

With zero pay-to-play content, more than 160 of the brightest minds across every retail sector, discipline and function will explore the latest technologies and business models driving retail innovation at Shoptalk Europe, equipping you with tangible tools and tactics to unlock growth for your business.

This handy guide will help you navigate the key conversations to be had at Europe's home for retail innovation this June in Barcelona.

# TOMORROW'S INNOVATIONS FROM TODAY'S PIONEERS

Check out a taste of the 160+ incredible minds that will be walking our stages.

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**Graham Bell**  
CEO



**Paula Bobbett**  
Chief Digital Officer



**Lindsay Haselhurst**  
Chief Operating Officer



**Ayla Ziz**  
SVP, Global Sales & Chief Customer Officer



**Danson Huang**  
Global VP - Omnichannel & Digital Commerce



**Katya Denike**  
Chief Product Officer



**Loretta Franks**  
Chief Data & Analytics Officer



**Julie De Moyer**  
Chief Data & AI Officer - Beauty Brands



**Sanjay Luthra**  
EVP, Managing Director  
Mattel EMEA & Global  
Head Direct to Consumer International



**Britt Olsen**  
Chief Commercial Officer



**Raymond Cloosterman**  
Founder & CEO



**Sergio Azzolari**  
CEO



**Dr. Oliver Vogt**  
CEO, Transcend Retail Solutions



**Nick Goodchild,**  
VP, Global Creative Marketing



**Fanny Moizant**  
Co-Founder & President



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# MARKETING

## SESSIONS TO INCLUDE:

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- New Research: Consumer Trends Transforming Retail across Europe
- New Research + Panel: Leveraging the Capabilities Required to Create Value in Retail Media
- Unlocking the In-Store Retail Media Opportunity
- Building and Optimising Retail Media Networks
- Strategies for Marketing Successfully to Multiple Generations
- Unique Collaborations and Partnerships that Surprise and Delight
- Investigating the Manufacturer to Consumer Opportunity
- Enhancing Digital Shopping through Smarter Search
- Building Thriving Communities through Social Commerce, Influencers and Creators
- The VC Outlook: Shaping the Future of Retail Technology
- New Marketing Technologies
- Democratising Data Throughout the Organisation
- Personalisation Tactics that Boost Customer Loyalty and Lifetime Value
- Brand Innovators: Staying Ahead of Emerging Consumer Demands
- Successful Product Launches and Category Expansions
- Aligning the Organisation to Deliver Seamless Shopping
- New Industry Insights from Technology Innovators
- Leveraging and Scaling AI Ethically and Responsibly
- Shoptalk Europe 2025: Key Takeaways

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# GROCERY/CPG

## SESSIONS TO INCLUDE:

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- New Research: Consumer Trends Transforming Retail across Europe
- New Research: How European Retail is Adapting to Changing Market Dynamics
- Track Keynote: Evolving Businesses to Meet Future Shopper Needs
- New Research + Panel: Leveraging the Capabilities Required to Create Value in Retail Media
- Unlocking the In-Store Retail Media Opportunity
- Building and Optimising Retail Media Networks
- Track Keynote: Building Innovative and Engaging Store Experiences
- Optimising Store Operations for Maximum Efficiency and Productivity
- Empowering Store Teams through Technology for Efficient Store Operations
- New Technologies Enabling Unified Commerce
- Measuring and Empowering the Cross-Channel Customer Journey
- Strategies for Marketing Successfully to Multiple Generations
- Unique Collaborations and Partnerships that Surprise and Delight
- Delivering Customer Joy Post-Purchase
- The VC Outlook: Shaping the Future of Retail Technology
- Track Keynote: Building Best-in-Class Unified Customer Experiences
- New Marketing Technologies
- Technologies Improving Operations and the Supply Chain
- Personalisation Tactics that Boost Customer Loyalty and Lifetime Value
- Democratising Data Throughout the Organisation
- Brand Innovators: Staying Ahead of Emerging Consumer Demands
- Successful Product Launches and Category Expansions
- Managing Change During Disruptive Times
- Fostering a Culture of Experimentation and Innovation in Large Organisations
- Aligning the Organisation to Deliver Seamless Shopping
- Optimising Ecommerce Fulfilment & Delivery in Grocery
- Enhancing Operational Efficiency and Reducing Environmental Impact
- Streamlining and Optimising Your Tech Stack
- Leveraging and Scaling AI Ethically and Responsibly
- Shoptalk Europe 2025: Key Takeaways



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# DIGITAL

## SESSIONS TO INCLUDE:

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- New Research: Consumer Trends Transforming Retail across Europe
- New Research: How European Retail is Adapting to Changing Market Dynamics
- Track Keynote: Evolving Businesses to Meet Future Shopper Needs
- New Research + Panel: Leveraging the Capabilities Required to Create Value in Retail Media
- Building and Optimising Retail Media Networks
- Track Keynote: Building Best-in-Class Unified Customer Experiences
- Optimising the Sales Channel Mix
- Measuring and Empowering the Cross-Channel Customer Journey
- Delivering Customer Joy Post-Purchase
- Enhancing Digital Shopping through Smarter Search
- The VC Outlook: Shaping the Future of Retail Technology
- New Technologies Enabling Unified Commerce
- Personalisation Tactics that Boost Customer Loyalty and Lifetime Value
- Managing Change During Disruptive Times
- Fostering a Culture of Experimentation and Innovation in Large Organisations
- Aligning the Organisation to Deliver Seamless Shopping
- New Industry Insights from Technology Innovators
- Delivering Scalable Cross-Border Growth
- Leveraging and Scaling AI Ethically and Responsibly
- Streamlining and Optimising Your Tech Stack
- Shoptalk Europe 2025: Key Takeaways

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# UNIFIED COMMERCE

## SESSIONS TO INCLUDE:

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- New Research: Consumer Trends Transforming Retail across Europe
- New Research: How European Retail is Adapting to Changing Market Dynamics
- Track Keynote: Evolving Businesses to Meet Future Shopper Needs
- Track Keynote: Building Innovative and Engaging Store Experiences
- Building Innovative and Engaging Store Experiences
- Empowering Store Teams through Technology for Efficient Store Operations
- Track Keynote: Building Best-in-Class Unified Customer Experiences
- Optimising the Sales Channel Mix
- Maximising Product Assortment to Deliver Seamless Shopping
- Measuring and Empowering the Cross-Channel Customer Journey
- Delivering Customer Joy Post-Purchase
- Building Thriving Communities through Social Commerce, Influencers and Creators
- Enhancing Digital Shopping through Smarter Search
- The VC Outlook: Shaping the Future of Retail Technology
- New Technologies Enabling Unified Commerce
- Democratising Data Throughout the Organisation
- Personalisation Tactics that Boost Customer Loyalty and Lifetime Value
- Managing Change During Disruptive Times
- Fostering a Culture of Experimentation and Innovation in Large Organisations
- Aligning the Organisation to Deliver Seamless Shopping
- Use Cases: Delivering Business Value through Advanced Analytics
- New Industry Insights from Technology Innovators
- Delivering Scalable Cross-Border Growth
- Streamlining and Optimising Your Tech Stack
- Shoptalk Europe 2025: Key Takeaways

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# RETAIL & STORES

## SESSIONS TO INCLUDE:

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- New Research: Consumer Trends Transforming Retail across Europe
- New Research: How European Retail is Adapting to Changing Market Dynamics
- Track Keynote: Evolving Businesses to Meet Future Shopper Needs
- Unlocking the In-Store Retail Media Opportunity
- Track Keynote: Building Innovative and Engaging Store Experiences
- Optimising Store Operations for Maximum Efficiency and Productivity
- Empowering Store Teams through Technology for Efficient Store Operations
- Track Keynote: Building Best-in-Class Unified Customer Experiences
- The VC Outlook: Shaping the Future of Retail Technology
- New Technologies Enabling Unified Commerce
- Managing Change During Disruptive Times
- Fostering a Culture of Experimentation and Innovation in Large Organisations
- Aligning the Organisation to Deliver Seamless Shopping
- New Industry Insights from Technology Innovators
- Shoptalk Europe 2025: Key Takeaways

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# RETAIL MEDIA

## SESSIONS TO INCLUDE:

- New Research: How European Retail is Adapting to Changing Market Dynamics
- New Research + Panel: Leveraging the Capabilities Required to Create Value in Retail Media
- Unlocking the In-Store Retail Media Opportunity
- Building and Optimising Retail Media Networks
- The VC Outlook: Shaping the Future of Retail Technology
- New Marketing Technologies



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# DATA & ANALYTICS & AI

## SESSIONS TO INCLUDE:

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- Track Keynote: Building Best-in-Class Unified Customer Experiences
- Measuring and Empowering the Cross-Channel Customer Journey
- Tools, Tactics and Structures that Enhance Supply Chain Resilience
- Delivering Customer Joy Post-Purchase
- Enhancing Digital Shopping through Smarter Search
- The VC Outlook: Shaping the Future of Retail Technology
- New Technologies Enabling Unified Commerce
- Technologies Improving Operations and the Supply Chain
- Democratising Data Throughout the Organisation
- Personalisation Tactics that Boost Customer Loyalty and Lifetime Value
- Managing Change During Disruptive Times
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- Use Cases: Delivering Business Value through Advanced Analytics
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# LUXURY

## SESSIONS TO INCLUDE:

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- New Research: Consumer Trends Transforming Retail across Europe
- New Research: How European Retail is Adapting to Changing Market Dynamics
- Track Keynote: Building Innovative and Engaging Store Experiences
- Empowering Store Teams through Technology for Efficient Store Operations
- Track Keynote: Building Best-in-Class Unified Customer Experiences
- Optimising the Sales Channel Mix
- Maximising Product Assortment to Deliver Seamless Shopping
- Measuring and Empowering the Cross-Channel Customer Journey
- Strategies for Marketing Successfully to Multiple Generations
- Unique Collaborations and Partnerships that Surprise and Delight
- Harnessing the Recommerce Opportunity: A Conversation
- Tools, Tactics and Structures that Enhance Supply Chain Resilience
- Delivering Customer Joy Post-Purchase
- Enhancing Digital Shopping through Smarter Search
- Building Thriving Communities through Social Commerce, Influencers and Creators
- Successful Product Launches and Category Expansions
- Managing Change During Disruptive Times
- Aligning the Organisation to Deliver Seamless Shopping
- Fostering a Culture of Experimentation and Innovation in Large Organisations
- Enhancing Operational Efficiency and Reducing Environmental Impact
- Leveraging and Scaling AI Ethically and Responsibly
- Streamlining and Optimising Your Tech Stack

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# SUPPLY CHAIN, OPERATIONS & SUSTAINABILITY

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