

PRESENTED BY RETAIL SUMMITS

SALT LAKE CITY

ECOM SUMMIT



2026 EVENTS SERIES

170 South West Temple. Salt Lake City, UT
Hyatt Regency Salt Lake City

 **RETAIL
SUMMITS**

August 20th, 2026

MEET OUR PARTNERS

Your valued support enables impactful conversations and collaboration that advance the retail sector on a national scale.

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AGENDA

8:00 AM – 9:30 AM

CHECK IN & NETWORKING BREAKFAST

NETWORKING BREAK

Kickstart the day with casual networking and a light breakfast in the exhibitor hall.

9:30 AM – 10:30 AM

TECH-DRIVEN ECOMMERCE

LEVERAGING AI, DATA, AND AUTOMATIONS FOR GROWTH

Technology shapes every aspect of eCommerce. Join industry leaders as they share how they're leveraging AI, agentic commerce, and Martech to drive smarter decision-making, enhance the customer experience, and streamline operations. Looking ahead, we'll explore how emerging technologies will redefine the way brands connect with consumers and scale their businesses. During this discussion, representatives from brands and technology companies share the tools and strategies that can help you boost engagement, increase sales, and future-proof your eCommerce strategy in an ever-evolving digital landscape.

Moderator:

- **Rachel Thaw-Steindel**, VP of Customer Success and Advocacy, **Kim.cc**

Panelists:

- **Leslie Koch**, Director of Growth Marketing, **1-800 Contacts**
- **Tipling Witsman**, Lead Product Manager, **Bobbie**
- **Jason Bertrand**, VP of eCommerce, **Purple**
- **Merril Longmore**, Senior Director, eCommerce & Brand Protection, **ZAGG**

10:30 AM – 11:00 AM

THE GROWTH GAP: BUILD BRAND. BUILD DEMAND BY HIGH BEAM

Most eCommerce brands ask customers to buy before they give them a reason to care. That is where growth stalls. Their ads capture demand from people ready to buy, but they do not create enough demand with everyone else. As markets get more crowded, brands need to create demand, not just capture it. In this session, High Beam Marketing co-founder Chandler Lyles will show how brand shapes what customers notice, trust, and choose. Attendees will leave with a simple way to use attention, emotion, and the right message at the right time to build demand before they try to capture it.

Speaker: **Chandler Lyles**, Co-Founder, **High Beam Marketing**

11:00 AM – 11:40 AM

MORNING NETWORKING BREAK

COFFEE STATION SPONSORED BY (UN)COMMON LOGIC

11:40 AM – 11:55 AM

PRESENTATION BY SHOPVISION

Speaker: **Amrit Shergill**, Director of Growth Marketing, **ShopVision**

11:55 AM – 12:45 PM

NEXT-GEN SUPPLY CHAIN: BALANCING SPEED, SCALE, AND THE CUSTOMER EXPERIENCE

As eCommerce evolves, supply chain is powering the next era of growth and profitability. In this session, operations and logistics leaders will share how they're leveraging data and innovative tools to optimize inventory management and drive omnichannel success, how they plan for the unexpected when campaigns go viral, and how cross-functional collaboration is boosting supply chain agility. Panelists will also showcase how AI innovations, cutting-edge technology, and strategic partnerships are unlocking unprecedented levels of efficiency, agility, and responsiveness across the supply chain. Learn how leading brands are building future-proof supply chains that can adapt quickly, scale intelligently, and turn operational excellence into a strategic advantage.

Moderator:

- **Amanda Flynn**, SVP of Marketing, **ShipBob**

Panelists:

- **Julien Cavalletto**, Director of Transportation, **Backcountry**
- **Todd Altom**, Sr. Director, Head of Men's Planning, **Quince**
- **Kyle Rooney**, Senior Manager – Client Acquisition, **ShipBob**
- **Janice Berlik**, S&OE Manager, **Salomon**

12:45 PM – 1:35 PM

NETWORKING LUNCH

Join us in the exhibit hall for networking, meetings, and grab & go lunch service.

1:35 PM – 1:50 PM

OPTIMIZING FOR AI SEARCH: HOW TO ENSURE YOUR BRAND WINS THE LLM ANSWER BOX BY OUTERBOX

Speaker: **Craig Smith**, Chief Strategy Officer, **OuterBox**

1:50 PM – 2:45 PM

SHAPING THE FUTURE: CEO & FOUNDER INSIGHTS ON THE EVOLUTION OF ECOMMERCE

Step into the future of the eCommerce industry during this interactive discussion with the CEOs & Founders who are shaping the space. Learn how top brands are driving innovation, staying competitive in a saturated market, and leveraging cutting-edge technologies and data to build stronger customer connections and accelerate growth. Explore the latest in marketing, product development, and personalization. Get practical insights, inspiration, and leadership advice straight from the trailblazers redefining the future of eCommerce.

Moderator:

- **Brice Douglas**, Founder & CEO, **Zaymo**

Panelists:

- **Suzie Turner**, Founder & Chief Executive Officer, **Gibsonlook**
- **Sam Alexander**, CEO, **PMD Beauty**
- **Katy Monson**, Co-Founder, **Sips Club**
- **Peter Ibrahim**, Co-Founder & Head of Brand, **The Old G**
- **Mitch Sanders**, President, **Thread**

2:45 PM – 3:20 PM

AFTERNOON NETWORKING BREAK

COFFEE STATION SPONSORED BY (UN)COMMON LOGIC

3:20 PM – 4:20 PM

MARKETING PERSONALIZATION AT SCALE: TURNING DATA INTO LASTING CONNECTIONS

Today's customers expect far more than generic product suggestions — they want brands to truly understand them, anticipate their needs, and deliver tailored experiences at every touchpoint. But scaling personalization without losing authenticity is one of the biggest challenges in eCommerce today. In this session, leading marketers will share how they're leveraging data and technology to build meaningful customer connections while maintaining the right balance between automation and the human touch. Panelists will explore best practices for segmentation, the tools driving personalization at scale, and how to turn these efforts into measurable growth.

Moderator:

- **Craig Smith**, Chief Strategy Officer, **OuterBox**

Panelists:

- **Daniel Lopez**, International Engagement Director, **Compass Languages**
- **Koko Kimball**, Direct to Consumer Director, **KNS International**
- **David Waugh**, Director of eCommerce & Paid Media, **Selkirk Sport**
- **Brett Swensen**, Sr. Director of Marketing – Partnerships & Experience, **Tovala**

4:20 PM

OPEN BAR & NETWORKING

Join us in the exhibit hall for open bar + networking.

Event Ends at 5:20 pm.

JAN 27 **eCom Edit: Fashion East**
New York, NY

APR 01 **eCom Edit: B2B**
Chicago, IL

MAY 14 **Minneapolis eCom Summit**
Minneapolis, MN

JUN 04 **Nashville eCom Summit**
Nashville, TN

AUG 20 **Salt Lake City eCom Summit**
Salt Lake City, UT

SEP 10 **eCom Edit: Health & Beauty East**
Brooklyn, NY

OCT 29 **Seattle eCom Summit**
Seattle, WA

DEC 03 **eCom Edit: Health & Beauty West**
Los Angeles, CA

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