PRESENTED BY RETAIL SUMMITS

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ECOM SUMMIT

2026 EVENTS SERIES

1635 8th Ave. Seattle, WA

Hyatt at Olive 8

RETAIL SUMMITS

October 29th, 2026

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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 - 10:20 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 are leveraging AI, data, automations, and other advanced technologies 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:

- **Andy Lueck**, CCO, **DCG ONE**
- **TBD, Ekom AI**
- **Jyoti Malik**, Sr. Director, eCommerce, **Spectrum Brands**
- **Jeremiah Andrick**, Vice President Marketing, Software & DTC, **SteelSeries**

10:20 AM - 10:50 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**

10:50 AM - 11:25 AM

MORNING NETWORKING BREAK

COFFEE STATION SPONSORED BY (UN)COMMON LOGIC

11:25 AM - 11:40 AM

AI VISIBILITY AND THE NEW ERA OF MARKETING DECISIONS BY LEBESGUE

AI platforms like ChatGPT are quickly becoming the new search engines. Over the past nine months, AI-referred traffic has grown more than 30×, and users are showing stronger intent to buy after AI-generated recommendations. In this talk, Toni Perko, Head of Customer Success at Lebesgue, shares what this shift means for brands and how to stay visible when discovery happens inside AI. You'll see how tools like Henri AI help marketers analyze performance, spot missed opportunities, and make faster, data-driven decisions. Walk away with a clear framework for the future of marketing - where AI not only changes how customers find you, but also how you decide what to do next.

Moderator: **Toni Perko**, Head of Customer Success, **Lebesgue**

11:40 AM - 12:30 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:

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Panelists:

- **Jessica Cedarleaf**, Supply Chain Director, **Chompshop**
- **Zana Rios**, Sr. Manager, Supply Planning - North America, **Deckers Brands**
- **Chris Kroshus**, VP of Sales, **EBRAND**
- **Annie An**, Sr. Director of Operations, **RipSkirt Hawaii**

12:30 PM - 1:30 PM

NETWORKING LUNCH

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

1:30 PM - 1:45 PM

PRESENTATION BY ISOFTSTONE

1:45 PM - 2:35 PM

THE FUTURE OF SPORTS & OUTDOORS BRANDS

INNOVATION, COMMUNITY, AND CUSTOMER EXPECTATIONS

Seattle is home to some of the most influential brands in the sports and outdoor industry. Join leaders from across the region as they share how they're staying ahead of shifting consumer expectations and evolving market trends. In this session, panelists will discuss how they're approaching growth in 2026, from modern marketing strategies and digital innovation to weaving sustainability into their business models. Hear how these brands are maintaining authenticity, building loyal communities, and continuing to resonate with today's sports and outdoor consumers.

Moderator:

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Panelists:

- **Travis McMaster**, General Manager, **COCOON**
- **Nick Africano**, Director of Marketing, **Scout Campers**
- **Doug Thielen**, Chief Marketing Officer, **Selkirk Sport**

2:35 PM - 3:05 PM

AFTERNOON NETWORKING BREAK

COFFEE STATION SPONSORED BY (UN)COMMON LOGIC

3:05 PM - 4:00 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:

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Panelists:

- **Ryan Fritzky**, Co-Founder & Chief Marketer, **Bean Box**
- **Zach Solomon**, Director of eCommerce & Digital, **Filson**
- **Jackie Atkin**, Director, Global Product Marketing, Brand and Creative Studio, **Fluke Corporation**

4:00 PM

OPEN BAR & NETWORKING

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

Event Ends at 5:40 pm.

2026 EVENTS

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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