Shopper & Retailer INSIGHTS | CONNECTED CUSTOMER

25+ SPEAKERS | 09.02.27 | 9TH ANNUAL

9 FEBRUARY 2027
The Copthorne Tara Hotel
Kensington, London

Accelerate Growth With Cutting-Edge, Brand New Trends, Tech & Insights Into Agentic AI, Retail Media ROI, Loyalty & Lifetime Value For

Frictionless, Connected Commerce & Shopper Journeys

20+ Senior Shopper, Retail Marketing & Growth Leaders unite to tackle agentic commerce, AI discovery, loyalty, retail media ROI & the forces reshaping the basket – all in just one insight-rich day in London

Meet 20+ Brand & Retailer Speakers

PRACTITIONERS ONLY



Katy Miller
Head of Merchandising



Dean Harris
Head of Co-op Media Network



Gary McCready
Commercial & Strategy Director – iD Mobile



George Meagher
Head of FMCG



Lee Pettman-Felss
Head of Strategic Initiatives & Development



Peter Grant
Media Director (Interim)



Rob Manning
Commercial Director D2C



Abhilasha Keshariya
Global Strategic Revenue Management – Product Owner



Claire Brosnan
Head of Category & Commercial Strategy



Efrain Rosario
Global Head of Shopper Marketing & Insights



Ekaterina Donaghue
Shopper Insights Lead



Eve Kolesova
Marketing & Category Management Director



Jason Simpson
Head of Omnichannel



Jordan Twivey
Category & Marketing Manager



Laura Willoughby
Co-Founder



Laure Mendes
Category Leader – Grocery



Sophie Evans
Category Manager



Melissa Sinanovic
Senior Global Category Lead



Paula Abasolo
Omnichannel Technical Delivery Lead



Kirsty Kean
Head of Retail Marketing



Wiktoria Malicka
Global Retail Media Director

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9 FEBRUARY 2027 · LONDON



WELCOME FROM OUR MORNING CHAIRPERSON

"I'm delighted to welcome you to this industry gathering. Now in its 9th year, the Shopper & Retailer Insights – Connected Customer Conference brings together the senior shopper, marketing, category, insight and retail marketing leaders who are doing the actual work of navigating the seismic shifts we are facing – from agentic commerce, AI vs human touch, retail media ROI, frictionless journey design, new shopper trends, loyalty, social commerce, quick commerce and the GLP-1 health wave."

Eve Kolesova
Marketing & Category Management Director, Henkel

Programme At A Glance

CHAPTER 1 · THE GROWTH AGENDA

08.30	Registration & Coffee
09.00	Chair's Opening Remarks
09.10	When AI Does The Weekly Shop · **Opening Panel**
09.40	AI Implementation With A Human Touch · **Masterclass**
10.00	Retail Media: Proving ROI At Scale
10.30	Bonus Session: Partner Case Study

CHAPTER 2 · THE CONNECTED JOURNEY

10.50	The Frictionless Shopper · **Keynote**
11.10	Morning Refreshment Break
11.40	Decoding The New Shopper · **Keynote Panel**
12.15	Winning In AI Search: AEO
12.35	Bonus Session: Partner Case Study

CHAPTER 3 · WHAT'S WINNING SHOPPERS NOW

12.55	Loyalty On Trial · **Live Debate**
13.20	Lunch & Informal Networking
13.50	Pick Your Debate · **Interactive**
14.20	Social & Discovery Commerce Unlocked
14.40	The New Delivery Battleground
15.00	Health, GLP-1 & The 'Say-Do' Gap
15.20	Bonus Session: Partner Case Study
15.40	Afternoon Refreshment Break

CHAPTER 4 · PROOF, PEOPLE & THE ROAD AHEAD

16.10	Defend Your Budget
16.35	How AI Is Reshaping The Shopper Team · **Lightning Round**
16.55	Bonus Session: Partner Case Study
17.25	Chair's Closing Remarks: The Connected Shopper Of 2030

New For 2027

- **Opening Panel:** When AI Does The Weekly Shop
- **Retailer & Thought Leader Keynote Panel:** Decoding The New Shopper
- **Masterclass:** AI Implementation With A Human Touch
- **Live Debate:** Loyalty On Trial
- **Lightning Round:** five speakers, four minutes each, no filler
- **Pick Your Debate:** five peer debates running over lunch
- **2+ hours** of dedicated networking throughout the day

20+ Senior brand & retail speakers	**30+** Experts shaped the agenda
9th Annual industry gathering	**2+ hrs** Dedicated networking

The Brands In The Room

Previous attendees include senior shopper, category, retail, insights & marketing leaders from Amazon, Unilever, Diageo, PepsiCo, Coca-Cola, Nestlé, Mondelēz International, L'Oréal, Heineken, Molson Coors, Pernod Ricard, Kerry, pladis, Tesco, Sainsbury's, M&S, Waitrose, Morrisons, Co-op, Boots, Ocado, John Lewis, Selfridges, Harrods, ASOS, B&Q, Holland & Barrett, Deliveroo, Greggs, Pret A Manger, McDonald's, KFC, Burger King, Domino's, Subway, wagamama **and many more.**

Full Programme Agenda

01 The Growth Agenda

Agentic AI, Governed Implementation & Retail Media That Proves Its Worth

08.30 Registration & Coffee

09.00 – 09.10 Chair's Opening Remarks



Eve Kolesova
Marketing & Category Management Director, Henkel

Henkel

09.10 – 09.40 OPENING PANEL NEW 2027

When AI Does The Weekly Shop: Agentic Commerce & The New Rules Of FMCG Growth

Position Your Brand At The Forefront Of Agentic Commerce To Protect Range, Price & Relevance As AI Agents Start Making The Decision

- As AI agents start to shop on people's behalf, explore what that means for range, price and promotion
- If a shopper delegates their weekly shop to an AI agent tomorrow, would your brand get chosen?
- Understand where agentic commerce threatens existing brand loyalty and where it opens a genuine new growth channel
- Walk away with a practical read on what agentic commerce means for your products, before your competitors have one



Efrain Rosario
Global Head of Shopper Marketing & Insights, Diageo

DIAGEO



Jason Simpson
Head of Omnichannel, Lactalis UK & Ireland

LACTALIS



Katy Miller
Head of Merchandising, Ocado

ocado

09.40 – 10.00 MASTERCLASS NEW 2027

AI Implementation With A Human Touch: Practicalities, Governance & The Trust Line You Can't Cross

Turn AI Ambition Into Grounded, Governed & Genuinely Useful Implementation That Earns Shopper Trust

- AI hype vs. grounded, working examples in retailing
- The technology is ready – but who signs off on the data going into it, and what happens when it gets it wrong?
- Build a governance approach that protects the business the moment customer and financial data starts feeding AI models
- Understand where personalisation genuinely helps the shopper and where it tips into something intrusive



Paula Abasolo
Omnichannel Technical Delivery Lead, Mint Velvet

MINT VELVET

10.00 – 10.30

Retail Media: Proving ROI At Scale

Sharpen Retail Media Investment Decisions To Deliver Proven, Defensible Return – At Scale

- Budget versus proof: the most repeated pain point in this year's research was measuring whether retail media spend is actually working
- Get a clear, honest account of a real campaign, including the part that didn't work
- Build a sharper case for whether retail media is genuinely incremental growth, or just moving budget
- Does in-store retail media deserve as much attention as online?



Eve Kolesova
Marketing & Category Management Director, Henkel

Henkel

10.30 – 10.50 Bonus Session: Case Study Reserved For Conference Partner

02 The Connected Journey

One Shopper, One Journey, One Connected Experience

10.50 – 11.10 KEYNOTE

The Frictionless Shopper: One Connected Journey Across Every Channel

Build A Single, Frictionless Journey That Connects Every Channel & Deepens Shopper Loyalty

- Start with the shopper, not the channel, by designing around consumption occasions and shopping missions
- Remove the friction that prevents consideration from becoming choice across physical and digital touchpoints
- Connect inspiration to execution through joined-up activation across retail media, e-commerce and in-store
- Measure the behaviour change you want to drive, not just the quality of the experience



Efrain Rosario
Global Head of Shopper Marketing & Insights, Diageo

DIAGEO

11.10 – 11.40 Morning Refreshment Break & Informal Networking

11.40 – 12.15 RETAILER & THOUGHT LEADER KEYNOTE PANEL

Decoding The New Shopper: Value, Mission & The Psychology Behind Every Spend

Get To Grips With The Behavioural Psychology Behind Every Basket To Predict, Influence & Respond To Shopper Decisions

- Why shoppers who say they're cutting back still trade up for the occasions that matter most
- What are shoppers choosing to protect even under pressure?
- Build a mission-based view of shopping that reflects how people actually decide, not how the aisle or site is laid out
- Weigh legacy brand loyalty against agile challenger appeal



Dean Harris
Head of Co-op Media Network, Co-op



Gary McCready
Commercial & Strategy Director – iD Mobile, Currys plc



Abhilasha Keshariya
Global Strategic Revenue Management – Product Owner, Mars



Ekaterina Donaghue
Shopper Insights Lead, PepsiCo UK & Ireland



Laure Mendes
Category Leader – Grocery, Just Eat Takeaway.com



Peter Grant
Media Director (Interim), Boots UK

12.15 – 12.35 NEW 2027

Winning In AI Search: Answer Engine Optimisation & The New Rules Of Discovery

Optimise Your Content For AI Discovery To Stay Visible, Relevant & Chosen In Every Search

- When a shopper asks an AI which pasta sauce to buy, being the best product on the shelf counts for little if your content isn't built for the answer engine
- SEO got brands ready for Google – AEO is a different game with different rules
- Protect your brand's visibility for the moment the shopper never even sees a search results page
- Learn from a brand that got this wrong, and what changed once they understood agent-ready content

12.35 – 12.55 Bonus Session: Case Study Reserved For Conference Partner

03 What's Winning Shoppers Now

Loyalty, Social Commerce, Speedy Delivery & Health – The Forces Reshaping The Basket

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12.55 – 13.20 LIVE DEBATE NEW 2027

Loyalty On Trial: Challenger Brands, Private Label & The Fight For Lifetime Value

Sharpen Your Loyalty Strategy To Build Lasting Value, Deeper Trust & Genuine Lifetime Loyalty

- Pick a side as two speakers argue whether private label, challenger brands or the big legacy names win the loyalty battle
- Test whether loyalty fatigue is real, or whether schemes just reward people who were buying anyway
- Weigh retailer private label's rising quality bar against whether it's the biggest threat to brand loyalty
- Build the case for genuine emotional relationships over price-based loyalty



Claire Brosnan
Head of Category & Commercial Strategy, Brown-Forman



Jordan Twivey
Category & Marketing Manager, Fortitude Spirits Group

13.20 – 14.20 Lunch & Informal Networking For Delegates, Speakers & Partners

13.50 – 14.20 INTERACTIVE FORMAT

Pick Your Debate: Facilitated Topic Debates On The Issues Splitting Opinion In The Room

- A AI Slop Vs. Authentic Content
- B Big Brand Budgets Vs. Challenger Agility
- C Personalisation Vs. Customisation
- D D2C & Own Channel Vs. Retail Media – led by Rob Manning, Natures Menu
- E AI Vs. Human Touch In The Shopper Journey



Rob Manning
Commercial Director D2C, Natures Menu

AFTERNOON CHAIR



Laura Willoughby
Co-Founder, Club Soda

14.20 – 14.40 CASE STUDY

Social & Discovery Commerce Unlocked

Building Social & Discovery Commerce Strategies To Drive Authentic Engagement, Trust & Growth

- An influencer with millions of disconnected followers, or trusted micro influencers?
- Build a genuine creator strategy for a household brand, not a borrowed playbook from a big label
- Tell a viral, authentic brand moment apart from a forced tie-in that never lands, before you commit budget
- Reach audiences well beyond the usual younger shopper as social and live commerce widens its net



George Meagher
Head of FMCG, TikTok Shop

14.40 – 15.00 CASE STUDY NEW 2027

The New Delivery Battleground: How Quick Commerce Actually Works With Retailers Today

Master The Commercial Mechanics Of Quick Commerce To Meet Rising Delivery Expectations & Protect Margin

- Get past the headlines: how Deliveroo, Uber Eats and GoPuff each work commercially with retailers
- Build a delivery proposition for shoppers happy to pay for speed and those who still expect it free
- Prepare your supply chain now for rising delivery expectations, rather than reacting once it's mainstream
- When next-day delivery stops feeling fast, the definition of good service moves with it



Lee Pettman-Felss
Head of Strategic Initiatives & Development, B&Q

15.00 – 15.20 SNAPSHOT NEW 2027

Health, GLP-1 & The 'Say-Do' Gap

Close The 'Say-Do' Gap To Build A Strategy That Reflects Real, Evolving Shopper Health Behaviour

- GLP-1 weight loss drugs are already changing baskets – and most brands are still deciding whether to say the word out loud
- Close the gap between the healthy choices shoppers say they want and the ones that end up in the basket
- Update your category language as high protein and high fibre replace low sugar and low fat
- Keep ultra-processed food and salt on the agenda



Sophie Evans
Category Manager, itsu Grocery

15.20 – 15.40 Bonus Session: Case Study Reserved For Conference Partner

15.40 – 16.10 Afternoon Refreshment Break & Informal Networking

04 Proof, People & The Road Ahead

Measurement That Defends Budget & Teams Built For What's Next

16.10 – 16.35 NEW 2027

Defend Your Budget: A Measurement & Attribution Focused Session

Build A Measurement Framework That Proves Impact, Defends Budget & Withstands Scrutiny

- Work through a real measurement challenge, live
- Build the case that clean, structured data underpins AI, retail media and omnichannel alike
- Develop a closed-loop measurement model that works even without direct purchase data
- Cut through data fragmented across retailers with inconsistent taxonomies
- Leave with a practical framework for defending your budget in the next planning round

16.35 – 16.55 LIGHTNING ROUND NEW 2027

How AI Is Reshaping The Shopper Team & Organisation

Reshape Your Team To Build The Skills, Roles & Agility The Connected Shopper Era Demands

- Five speakers, four minutes each – just what's actually changing in their teams
- Track how category, brand and shopper marketing roles are quietly merging into something more generalist
- Protect entry-level career paths as routine parts of the job are automated first
- Weigh headcount against AI cost as a genuine planning question, not just a talking point



Melissa Sinanovic
Senior Global Category Lead, Just Eat



Kirsty Kean
Head of Retail Marketing, Tesco Mobile

16.55 – 17.15 Bonus Session: Case Study Reserved For Conference Partner

17.25 – 17.45 Chair's Closing Remarks: The Road Ahead To The Connected Shopper Of 2030

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