

RETAIL MEDIA DAYS

▶ MEXICO

📍 BelAir Unique Mexico City WTC Hotel

📅 3 de Octubre, 2024

AGENDA

9:15 AM - **Registración**

9:45 AM - **PANEL: El dilema de los Retailers: ¿unirse a una Ad Network o crear una propia?**

SPEAKERS:

- **Marcela Gómez**, Head of Ecommerce & Omnichannel - Retail Digital, **Sodimac México**
- **Carlos Ranero**, Chief of Growth, **Justo**
- **Jesús Enríquez**, **Director de Lealtad y Estrategia del Consumidor**, **Farmacias del Ahorro**
- **Brenda Dávila**, Head Of Retail Media & Brand, **Rabbit**
- **Jesús Benítez**, VP of Expansion, **Adsmovil**

Moderadora: **Gabriela Broca**, Consultora independiente especialista en Monetización y Transformación de Negocios

10:30 AM - Presentación especial: **In-Store Retail Media: Componente Clave de Tu Estrategia**

SPEAKER:

- **José Delgado**, Sales Director, **Broadsign**

10:45 AM - **PANEL: El camino hacia el Retail Media programático**

SPEAKERS:

- **Gerardo Vilchis**, Director Comercial Global, **RappiAds**
- **Jorge Balandra**, Commercial Head for Retail & Media Services, **OXO**
- **Sergio Pérez Conde**, Co-founder y Director, **Prixz**
- **Melissa Guadarrama**, Ecommerce Performance Marketing Manager, **Sanofi**
- **Matías Zardain**, Co-founder & Director of Business Development, **DooHmain**

Moderador: **Sergio Alejandro Laurel**, Data & Performance Ecommerce Manager, **Unilever**

11:30 AM - **Coffee Break & Networking**

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12:00 PM - PANEL: **El desafío de la atribución confiable**

SPEAKERS:

- **Omar Ferreira**, Head of Ecommerce & Retail Media, **Omnicom Media Group**
- **Javier García**, Head of Digital Marketing, **Grupo Chedraui**
- **Samuel Encinas**, Head of Kinesso Commerce MX,
- **Isabel Gutiérrez Ochoa**, Data & CRM Director - México, **L'Oréal**
- **Pablo Lorenzi**, Director of Products, **Groovinads**

Moderadora: **Diana Flores**, Fundadora, **Shopping Online**

12:40 PM - PANEL: **Integración de “social commerce” y Retail Media Networks**

SPEAKERS:

- **Juan Carlos Esparza Trujillo**, Head of Digital Marketing Strategy MX y LATAM, **Coppel**
- **Santiago Domínguez Prado**, Industry Lead - Retail & Ecommerce, **Meta**
- **Isaac Cruz Ponce**, Growth Digital Manager, **Casa Pedro Domecq**
- **Alberto Peña**, Head of Brand Partnerships - Retail & Ecommerce, **TikTok**

Moderadora: **Grace Ortíz Díaz**, Analista y especialista en contenidos

1:20 PM - PANEL: **Estrategia 360: claves para el éxito omnicanal**

SPEAKERS:

- **Santiago Nájera Velasco**, Ecommerce Digital Partners, Director, **The Coca-Cola Company**
- **Norma García Ordaz**, LATAM E-Business Sr Manager, **FERRAGAMO**
- **Jimena Vega**, Team Leader Ecommerce, **Kenvue**
- **Edgar Andrade Núñez**, Marketplaces Account Manager, **Brainlabs México**
- **Miguel Ángel Narváez**, Managing Director, **Brainlabs México**

Moderadora: **Paulina Navarro**, Head of Ecommerce, **Ulta Beauty México**

2:00 PM - **Lunch & Networking**