

LUXURY INTERACTIVE

October 13-15, 2015 • Time & Life Building, New York, NY

CREATING CONNECTED EXPERIENCES

The Leading eCommerce & Omni-Channel
Event For Luxury Brand Innovators



Lead Sponsors:



AGENDA-AT-A-GLANCE

DAY 1:

WHO IS THE LUXURY CONSUMER? DIGITALLY MARKETING TO THE AFFLUENT AND ASPIRATIONAL

OCTOBER 13, 2015

8:00	Continental Breakfast & Registration	10:20	Refreshment & Networking Break	Michelle Peranteau, Director, Marketing and Communications, Baume & Mercier	4:05	LEADERS IN LUXURY CHAMPAGNE ROUNDTABLE DISCUSSIONS	
8:45	Welcome Remarks Megan Kessler, Event Director, Luxury Interactive 2015	10:50	Fashion Institute of Technology "Future Of Luxury" Presentation Amanda Bopp, Director, Client Leadership, dunnhumby	Daphne Sipos, Director, Global Brand Management, St. Regis Hotels & Resorts		1. Success Stories: Reaching Today's Luxury Shopper Melissa Feemster, SVP and GM, Rakuten Affiliate Network	
8:50	Chairperson's Opening Address: Success Stories—Reaching Today's Luxury Shopper Melissa Feemster, SVP and GM, Rakuten Affiliate Network		Corey Moran , Senior Director of Marketing, Coty	2:05	She's A Keeper: Committing To The Consumer Through Social Media Jane Schoenborn-Paradis, VP, Marketing & Creative Communications, Lilly Pulitzer	2. Powering Data-Driven Experiences: Crafting Brand Value And Customer Engagement Mel Lim, CEO and CCO, MLD	
9:10	Converting Data For Dynamic Customization Keiron McCammon, CTO, Moda Operandi		Thomas A. Reedman , Director, Business Development, Luxe Division, L'Oréal USA	2:25	Behind The Scenes With Olapic	3. Payments In An Omnichannel World: Executing And Optimizing For The Ideal Customer Journey Tommy Bush, SVP, Business Development, Adyen	
9:30	PANEL DISCUSSION: Form Versus Function—Building An Effective Online Shopping Experience Amanda Willinger, VP Digital & Ecommerce, LAGOS		Sarah Willersdorf , Partner and Managing Director, The Boston Consulting Group	2:35	PANEL DISCUSSION: Incubating Ideas: Building Your Digital Creative Team In-House Mark Simmons, VP, Marketing and eCommerce, Design Within Reach	4. International Growth: Engaging The Global High-End Consumer Through Digital Experiences Justin Dignelli, Director, Sales, Smartling	
	David Olsen , VP, Global Beauty and Grooming, The Net-a-Porter Group	11:35	Focusing On: Next Generation Communications Thomaï Serdari, Director, Research & Adjunct Associate Professor, Stern School of Business, New York University		Mai Nozoe , VP, Creative Services, Alice + Olivia	5. The Effects Of Scheduling On Employee Productivity David Farquhar, CEO, Workplace Systems	
	Vikesh Dalal , Sr. Director, Global Digital Marketing & eCommerce, John Hardy			3:05	Angela Gruszka , Director, Marketing, ABC Carpet and Home	6. Empowering Store Associates To Grow Your Business Through Mobile-Assisted Clienteling Mark Steele, EVP, Tulip Retail	
	Jonny Dixon , eCommerce Channel Manager, dotmailer	12:25	Lunch For All Attendees	3:35	Afternoon Refreshment & Networking		
10:00	It's Not About The Channel—It's About Consistency Of Service Jennifer Marchetti, CMO, Better Homes and Gardens® Real Estate	1:25	Luxury Interactive 2015 Benchmarking Study		LEAVE YOUR MARK: Building An Authentic & Engaged Social Community Aliza Licht, Founder & President of LEAVE YOUR MARK LLC , Author of LEAVE YOUR MARK	5:10	End Of Day One
	Amy Chorew , VP, Platform Development, Better Homes and Gardens® Real Estate	1:35	PANEL DISCUSSION: Playing Nice With Your Global Counterparts (But Getting What You Need!) Karen Grajwer, Head, International Marketing, Shopbop	3:55	Introduction Of Roundtable Discussions And Champagne Pour		

8:00	Continental Breakfast & Registration In The Solutions Lounge	11:30	CMO PANEL DISCUSSION: Evolving The Role To Build Cross-Channel Collaboration Jon Potter, CMO, Moët Hennessy Buffy Sash, CMO, Alice & Olivia Amy Chernoff, CMO, Gracious Home Andrea Ward, VP, Marketing, Oracle Marketing Cloud	4:20	INTERACTIVE ROUNDTABLE WORKING GROUPS: 1. Search Vs. Display Advertising: Which Influences The Luxury Consumer More? Debbie Johnsen, Director, Interactive Marketing, The Leading Hotels of the World ; Kim Kyaw, Manager, Digital Marketing & Social Media, Jaguar Land Rover North America ; Mac Joseph, Director of E-Marketing & Social Media, Mandarin Oriental Hotel Group ; Anurag Kadyan, Senior Director, eCommerce & Digital Marketing, Tourneau 2. Rocketfuel Presentation Robert Jones, Director of Research & Insights, Rocket Fuel 3. Building Your Global Team For International-Expansion Success Hosted By Jeremy Levine, VP Global Ecommerce Operations, Michael Kors 4. The Fully Mobilized Customer: The New Hilton Experience Hosted By Stuart Foster, VP, Marketing, Luxury & Lifestyle Brands, Hilton Worldwide 5. Omni-Channel: What Is It, What It Isn't, And Is It Really For Everyone? Hosted By Swan Sit, Vice President of Global Digital, Elizabeth Arden 6. 360 Degree View: Build An Actionable Data Plan Stuart Kiely, Sr. Director Technology & Marketing, John Matouk & Co. 7. Customer Retention Through Automated Communications Amy Madonia, Executive Director, Digital, Temptu
8:45	Welcome Remarks Megan Kessler, Event Director, Luxury Interactive 2015			1:00	Lunch For All Attendees Private Lunch Hosted By RevCascade
8:50	Chairperson's Opening Address Craig Witsoe, CEO, Elo Interactive			2:00	PANEL DISCUSSION: Search Vs. Display Advertising: Which Influences The Luxury Consumer More? Debbie Johnsen, Director, Interactive Marketing, The Leading Hotels of the World Kim Kyaw, Manager, Digital Marketing & Social Media, Jaguar Land Rover North America Mac Joseph, Director of E-Marketing & Social Media, Mandarin Oriental Hotel Group Anurag Kadyan, Senior Director, eCommerce & Digital Marketing, Tourneau
9:00	Luxury Client Relationship Building In The 21st Century Milton Pedraza, CEO, Luxury Institute	12:00	INTERACTIVE ROUNDTABLE WORKING GROUPS: 1. Luxury Client Relationship Building In The 21st Century Milton Pedraza, CEO, Luxury Institute 2. Bring The Power Of eCommerce Into Brick-And-Mortar Retail With Customer Facing Devices Eric Johnson, COO, Co-Founder, Moki 3. Reorganizing, Redeveloping And Rebranding With Responsive Design Elkin Nance, VP, eCommerce, Oscar de la Renta ; Jennifer Scruggs, Head, eCommerce, John Varvatos ; John Kuehl, Digital Marketing Manager, Sub-Zero Group, Inc. ; Clay Olivier, CEO, Mozi 4. Ready And Responsive: Barneys New York Re-Platformed Website Matthew Woolsey, EVP, Digital, Barneys New York 5. Evolving The Role To Build Cross-Channel Collaboration Jon Potter, CMO, Moët Hennessy; Buffy Sash, CMO, Alice & Olivia; Amy Chernoff, CMO, Gracious Home; Andrea Ward, VP, Marketing, Oracle Marketing Cloud 6. Criteo Presentation Jaysen Gillespie, VP, Data Science and Analytics, Criteo 7. Mobilizing Millenials: Creating	2:30	Rocketfuel Presentation Robert Jones, Director of Research & Insights, Rocket Fuel
9:20	Bring The Power Of eCommerce Into Brick-And-Mortar Retail With Customer Facing Devices Ty Allen, Co-Founder & President, Moki			2:50	Driving eCommerce And Loyalty With Digital Gift Cards Kara Kaplan, Co-Founder, HauteGift
9:40	PANEL DISCUSSION: Reorganizing, Redeveloping And Rebranding With Responsive Design Elkin Nance, VP, eCommerce, Oscar de la Renta Jennifer Scruggs, eCommerce Executive, John Varvatos John Kuehl, Digital Marketing Manager, Sub-Zero Group, Inc. Lauren Croke, Director, eCommerce And Web, Eileen Fisher Jason Wallis, CTO, Mozi			3:00	PANEL DISCUSSION: Connecting Global Buyers With US Retailers Brina Ng, CRM Director, Lacoste Litiza Bernardes Goncalves, Director, CRM, Santander Shawn Munyon, Head of Global Sales, MasterCard Moderated By: Jen Millard, VP, Global Loyalty Solutions, Traveler Rewards, MasterCard
10:10	Morning Refreshment & Networking Break In The Solutions Lounge			5:20	Cocktail Hour In The Solutions Lounge Hosted By RevCascade
10:50	Ready And Responsive: Barneys New York Re-Platformed Website Matthew Woolsey, EVP, Digital, Barneys New York			6:20	End Of Day Two
11:10	Criteo Presentation Jaysen Gillespie, VP, Data Science and Analytics, Criteo				

8:00	Continental Breakfast & Registration	10:50	PANEL DISCUSSION: Working With A Mobile-First Mindset For eCommerce Excellence Heather Kaminetsky, VP, Marketing Americas, The Net-A-Porter Group Sarah Lukas, Senior Director, Ritzcarlton.com, The Ritz-Carlton Hotels Eileen Shulock, VP eCommerce, Kirna Zabete Christoph Oberli, Former eCommerce Executive, Mandarin Oriental Hotel Group	1:30	PANEL DISCUSSION: On Demand Accessible Luxury—Lessons To Implement Now Lauren Remington Platt, Founder & CEO, Vensette Tyson Brazell, Founder & CEO, Personal Style Finder Jon Tien, CEO, Kitchensurfing	4. Working With A Mobile-First Mindset For eCommerce Excellence Heather Kaminetsky, VP, Marketing Americas, The Net-A-Porter Group ; Sarah Lukas, Sr. Director, Ritzcarlton.com , The Ritz-Carlton Hotels ; Eileen Shulock, VP eCommerce, Kirna Zabete ; Christoph Oberli, Former eCommerce Executive, Mandarin Oriental Hotel Group
8:45	Welcome Remarks Megan Kessler, Event Director, Luxury Interactive 2015			2:00	Crafting Personalized E-mails Derived From Online Behavior Justin Sellman, VP, E-Commerce and Global Wholesale, GHURKA	5. Attribution Marketing: Targeted Messaging Beyond The Last Click Sarah Sathaye, Head, Traffic, SHOPBOP
8:50	Chairperson's Opening Address Pat Galvin, Group VP, Oracle Marketing Cloud			2:20	Afternoon Refreshment & Networking Break In The Solutions Lounge	6. Millennial Marketing—Tapping Into The Social-Obsessed Segment Christina Bennett, Sr. Director, Global Public Relations, Elizabeth Arden, Inc. ; Jeanice Lee, National Manager, Digital & Relationship Marketing, Lexus ; Allison Masters, Director, Marketing, Preferred Hotels & Resorts
9:00	High-Touch AND High-Tech: Building Relationships With Your Customers Felicia Yukich, Director, Marketing Communications and Content, Four Seasons Hotels and Resorts	11:20	Attribution Marketing: Targeted Messaging Beyond The Last Click Sarah Sathaye, Head of Traffic, Shopbop	3:00	INTERACTIVE ROUNDTABLE WORKING GROUPS: 1. High-Touch AND High-Tech: Building Relationships With Your Customers Felicia Yukich, Director, Marketing Communications and Content, Four Seasons Hotels and Resorts 2. Making The Marketer A Data Scientist Stacy Huggins, VP, Digital Marketing, Tamara Mellon ; Kelly Macaulay, VP, Global Direct & Digital Marketing, Netjets ; Mary Bennett, VP, eCommerce, Viceroy Hotel Group ; Omer Artun, CEO and Founder, Agilone	7. Brand Legacy & Digital Evolution: How A 140 Year-Old Brand Stays Relevant In The Ever-Changing Industry Elizabeth Brady, SVP Global Brand Management, Kohler Co. ; James Sandora, Director, Global Digital Strategy & Integration, Kohler Co.
9:20	PANEL DISCUSSION: Making The Marketer A Data Scientist Stacy Huggins, VP, Digital Marketing, Tamara Mellon Kelly Macaulay, VP, Global Direct & Digital Marketing, Netjets Mary Bennett, VP, eCommerce, Viceroy Hotel Group Omer Artun, CEO and Founder, Agilone	11:40	PANEL DISCUSSION: Millennial Marketing—Tapping Into The Social-Obsessed Segment Christina Bennett, Sr. Director, Global Public Relations, Elizabeth Arden, Inc. Jeanice Lee, National Manager, Digital & Relationship Marketing, Lexus Allison Masters, Director, Marketing, Preferred Hotels & Resorts			8. On Demand Accessible Luxury—Lessons To Implement Now Lauren Remington Platt, Founder & CEO, Vensette, Inc. ; Tyson Brazell, Founder & CEO, Personal Style Finder ; Jon Tien, CEO, Kitchensurfing
9:50	Expand Your Digital Footprint: Leveraging And Repurposing Content Across Channels Michelle Cutter, Director, eCommerce, Tumi	12:10	Lunch For All Attendees In The Solutions Lounge			9. Crafting Personalized E-mails Derived From Online Behavior Justin Sellman, VP, E-Commerce and Global Wholesale, GHURKA
10:10	Morning Refreshment & Networking Break In The Solutions Lounge	1:10	Brand Legacy & Digital Evolution: How A 140 Year-Old Brand Stays Relevant In The Ever-Changing Industry Elizabeth Brady, SVP Global Brand Management, Kohler Co. James Sandora, Director, Global Digital Strategy & Integration, Kohler Co.			End Of Luxury Interactive 2015

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Moki gives its customers Total Control over their Customer Facing Devices (CFD). Companies use CFD to create relevant digital and interactive customer experiences. Moki empowers Digital Practitioners to create, securely manage, and monitor Tablet Digital Services in the field. Innovative brands like The Juilliard School, Belly, Clarks, Sprouts Farmers Market and the New York City Department of Health trust Moki. Founded in 2012, Moki is trusted by hundreds of customers in over 30 countries. Moki is headquartered in Lehi, UT and is backed by Epic Ventures, Pelion Ventures, and Allegis Capital.



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Supporting Associations

 IORMA promotes best practice in luxury and mainstream retail, enabling connections between those in the field through events and an extensive network of experts. For these players, engaging in IORMA brings knowledge, fresh ideas and interactions beyond those available in their existing circles. Operating globally, our associates also conduct research and consultancy.

 For more nearly fifteen years, the International Luxury Business Association has been serving this sector's professionals: Presidents, Managing Directors, Marketing and Communications Managers, of national and international luxury companies. A non-profit organization, the Association is a place for reflection, discussion and networking, striving to pursue various goals: Provide its members exclusive information on the sector; Promote the pooling of means around innovative and value-adding projects; Encourage encounters and foster new partnerships. The International Luxury Business Association has been founded by Catherine Jubin, a consultant specializing in Luxury corporations and brands strategy. To learn more about the International Luxury business Association you may connect on its site, or contact Catherine Jubin: contact@luxurybusiness-asso.com.

 The Luxury Institute is the objective and independent global voice of the high net-worth consumer. The Institute conducts extensive and actionable research with wealthy consumers about their behaviors and attitudes on customer experience best practices. In addition, we work closely with top-tier luxury brands to successfully transform their organizational cultures into more profitable customer-centric enterprises. Our Customer Culture consulting process leverages our fact-based research and enables luxury brands to dramatically outperform, as well as outperform their competition. The Luxury Institute also operates LuxuryBoard.com, a membership-based online research portal, and the Luxury CRM Association, a membership organization dedicated to building customer-centric luxury enterprises.



SEMPO is a global non-profit organization serving the search and digital marketing industry and the marketing professionals engaged in it. Its purpose is to provide a foundation for industry growth through building stronger relationships, fostering awareness, providing education, promoting the industry, generating research, and creating a better understanding of search and its role in marketing. SEMPO includes thousands of professionals across 50 countries. The organization's mission is to represent the common interest of companies and consultants worldwide and provide them with a voice in the marketplace.

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Integrated Solutions For Retailers magazine helps retail executives make informed decisions about technology and operations solutions for all of their sales channels. The magazine provides insight on how retailers can achieve critical business objectives by integrating leading-edge solutions across the retail enterprise.

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