



# 2014 POST EVENT REPORT

The International E-Commerce  
Conference Brought to the  
Nordics for Nordic Retailers

*“ The number one meeting for  
eCommerce professionals  
in the Nordics. ”*

**Mikko Salmenius, Eurokangas Oy**

[www.etailnordic.com](http://www.etailnordic.com)

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## 2014 ATTENDEES INCLUDED:

**12 of the leading retailers in the Nordics including:**

**adlibris.com**

**ASOS**  
discover fashion online

**BJÖRN BORG**

**CDON.COM**

**Dansk Supermarked**

**ELKJOP**

**ellos**

**Husqvarna**

**IKEA**

**JYSK**

**LEGO**

**TIGER**  
OF SWEDEN

## OUR COMMITMENT FOR 2015:

**More speakers** - eTail Nordic will feature over 70 speakers from the Nordics biggest retailers. That's 100% more than last year!

**More content** - We are increasing the amount of learning opportunities available at eTail Nordic by more than 50%. Etail Nordic 2015 will feature multiple streams over three interactive and content packed days

**More attendees** - We are increasing the amount of senior decision makers from top Nordic retailers by 100%. That means more partnerships to create, more retailers to meet and more cards to bring with you (sorry about that one)

**More interactive experiences** - eTail Nordic will also feature much, much more interactivity allowing you to share best practice strategies through roundtables, boardrooms, private meetings, debates, discussions and structured networking

**More fun at eTail Carnival** - Join in the fun at eTail Carnival, our official post-event party featuring drinks, games, prizes, performers and much, much more

Sponsorship Opportunities at eTail Nordic Available Now!

**Contact Jake Brown +44 207 368 9817**

# OUR 2014 EVENT WAS RECOGNIZED AS THE BEST IN THE INDUSTRY BY ATTENDEES.

Another successful year brought over 250+ attendees, making it the largest gathering of e-commerce decision makers in the Nordics.

Many of our attendees told us that they specifically rate this platform to network and learn from the leading Nordic retailers.

*"eTail was an excellent event where new knowledge was gained and valuable interactions and networking with passionate people was much appreciated. Proud to be part of this and will be in place next year for sure!"*

**Christopher Häggström, Yves Rocher**

*"Best ecommerce / digital retail conference on Danish ground so far - interesting people and exciting cases. Also good formats that created interaction"*

**Kåre Berentz-Nicolaisen, Dansk Supermarked**

*"Great place to meet with some of the leading companies and persons in the field of customer experience, omni and mobile"*

**Jonas von Bahr, TOP-TOY A/S**

*"The eTail conference was visited by many well-known brands that founded a perfect basis for networking. Roundtable discussions even provided the possibility to share own experiences with same-minded companies."*

**Simon Arun, eGENTIC GmbH**

*"Had a great time and learned heaps at eTail Nordic!"*

**Linda Guddat, Spreadshirt Custom Solutions**

*"Thanks eTail Nordic for two inspirational days"*

**Søren Bartels, Atea group**

*"It was my pleasure to be part of the panel of this well-organized conference, and really enjoyed the topics and fellow panel members."*

**Wilko Klaassen, Husqvarna group**

*"Thanks for a lovely event! Really good speakers and high level over all. Looking forward to next year!"*

**Noelia Guinon BJÖRN BORG**

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## INDUSTRY BREAKDOWN:

- Retailers ..... 61%
- Solution Providers ..... 39%



## JOB TITLE BREAKDOWN:

- E-Commerce Director ..... 14%
- Online Marketing Manager ..... 11%
- Chief Executive Officer ..... 10%
- Digital Director ..... 10%
- E-Commerce Manager ..... 8%
- Business Development Manager ..... 7%
- Head Of Sales ..... 5%
- E-Commerce Manager ..... 4%



## GEOGRAPHIC BREAKDOWN:

- Sweden ..... 44%
- Denmark ..... 21%
- Norway ..... 7%
- Finland ..... 6%
- United Kingdom ..... 6%
- Germany ..... 4%
- Rest of the World ..... 12%



## ETAILED NORDIC 2014 IN NUMBERS

**2 Days**   
Full of  
Insightful Content

 **250+**  
Attendees

**13**   
Countries  
Represented

 **157**  
Companies  
Represented

**45**   
Thought  
Leading Speakers

 **14**  
Sponsors

**47**   
Solution  
Focused Sessions

 **14**  
Hours of  
Networking

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# ATTENDEE LIST:

Job Title	Account
Online and retail marketing	Fiskars Home Oy Ab
Head of Sales	Vaimo
	NetBooster
Head of Digital	Terranova - Teddy SpA
Business Analyst	SJ AB
Account Manager	Adyen
Marketing Director	Avensia
KAM	Fyndiq AB
Interactive Concept Manager	Lindex
Co-Founder	Watchia.com
Head of Digital Marketing	Sprell
Sales Director	eGentic
Marketing Manager	Adyen
Marketing Coordinator	Apptus Technologies AB
E-Commerce Manager	Aller Media
Director, Digital Experience	Fiskars Home Oy Ab
Ecommerce Operations Manager	Clarks
Business Developer	Atea A/S
Marketing Vice President	Otto GmbH
Head of Digital Marketing	Bilka
Interactive Concept Developer	Lindex
Social Media Director	Lidl Sverige KB
E-commerce Coordinator	Hummel
Director, Business Development - Nordics	Translations.com
Customer Analytics Sales and Business Development	IBM
Vice President	Avensia
CEO, Partner	SkatePro ApS
Founder	RO edition
Key Account Manager	Vergic
Online Marketing Director	Skanska Byggvaror
E-Commerce System Developer	Skånska Byggvaror
Search and Display Specialist	Stylepit.com AS
E-Commerce Manager	Procurator
Business Executive	IBM
Executive Vice President	DubLi, Inc
Head of Marketing and Sales	Mister Spex
International Business Manager	Nasty Gal
Online Marketing Specialist	SAXO.com
Global E-Commerce Director	LEGO Group
	Vertica
E-Commerce Manager	F. Salling A/S
e-Commerce Director	Grangarden AB
Head of BD	Saxo
E-commerce Manager	Apoteket AB
Country Manager UK & Nordics	TagCommander
Social Media Manager	Terranova - Teddy SpA
Financial Officer	Osudio
Chief Marketing Officer	DubLi, Inc
Web Manager	PurePharma
e-commerce manager	Bellbox AB
	Avensia AB
E-Handelschef	Ocay AB
Digital Content Manager	Filippa K
Sales Director	MS Mail Service AG
Industry and Business Development Retail and Consumer Product	IBM
Specialist	George P Johnson GmbH
Head of E-Commerce	Clarks
Nordic e-Commerce Director	Elkjop
Senior/ Key Account Manager, International Sales	Klarna
Editor in chief	Netthandel.no
Head of DnA	NetBooster
Sales Director	Sitecore
Editor in Chief	ASOS Germany
Head of Commercial, Europe	Shopstyle by PopSugar

Job Title	Account
	PopSugar
E-Commerce Director	Skånska Byggvaror
European eCommerce Site Trading Manager	Clarks
Nordic Sales Manage, Smarter Commerce	IBM
Sales Director	Fits.me
Vice President of Sales	Apptus Technologies AB
Director Nordics	Demandware
Chief Executive officer	Idefixteko
Sales Manager Nordics	sprd.net AG
e-Commerce Director	Bjorn Borg
E-Commerce Manager	Stormberg AS
Social Media and Project Manager	Ving Sverige AB
Sales Manager	IKEA of Sweden AB
	Klarna Norge AS
Nordic Sales Director	Apptus Technologies AB
Business Development Manager	Lofbergs Lila AB
Managing Director Scandinavia	Zanox AB
Sales Manager	Fyndiq AB
Chief Executive Officer	Whitestone Oy
Digital Marketing and E-Commerce Director	Yves Rocher
Vice President of Business Development	Powa Technologies
Senior Partner	Enferno
Senior E-Commerce Consultant	Brightstep AB
Nordic Marketing Director	Sitecore
Sales Director	Avensia
MD	Know2Grow AB
Head of Innovation	wn Direct
MD Germany and Nordics	ASOS Germany GmbH
BDM	Translations.com
CEO	PurePharma
Cmo	SAXO.com
Senior Partner	Enferno
Business Process Analyst	IKEA of Sweden AB
Business Developer	SJ AB
Ecommerce Manager	VILA A/S
Regional Manager	TransPerfect Deal Interactive
Regional Director	Translations.com
CEO	Bon'a Parte A/S
Manager	DubLi, Inc
Affiliate Account Manager	DubLi, Inc
Strategic and International Sales Director	Klarna AB
Founder / CEO	American Sports Outlet ApS
Senior Commerce Manager	Bon'a Parte A/S
Marketing Manager	VILA A/S
Business Developer	PostNord Danmark
Online Marketing and Product Manager	Vigmed AB
Online Chef	SILVAN
*	Bestseller
Country Manager Nordics	Rocket Fuel Ltd
Sales Director	Sitecore
CTO	CDON group
MD	NetBooster
Partner, Marketing	Pulse247 Oy
Marketing Manager	Whitestone Oy
Online Coordinator	By Malene Birger A/S
E-Commerce Manager	Kesko Corporation
Creative Director	While You Wait
Online and retail marketing	Fiskars Home Oy Ab
Director, Business Development	Translations.com
Managing Director	Jotex Ab
New Business	CDON.com
Country Manager	Komfo
Senior Sales Executive Smarter Commerce	IBM
Online Development Manager	Reima Oy
Head of Affiliate Marketing	DubLi, Inc
	Fashion Forum

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# ATTENDEE LIST:

Job Title	Account
Global Online Director	Husqvarna
	Sociomantic Labs
Sales Vice President	NetBooster
Managing Director of Europe	ShopStyle
Sales Director	Osudio Nordic SpA
Head of Mobile Business	Voyages-sncf.com
Co-Founder / CEO	Handelsmann AS
Director of Product Management	Zmags
Manager	Colderice
Sales Director	DataXu
Online Marketing Manager	BZT Fashion AB
Business Development Vice President	Adyen
Managing Director	Adyen
Key Account Manager	Sociomantic Labs
Nordic E-Commerce Manager	Dustin AB
Specialist	KingsPoint
Director Sales	Klarna AB
	Vergic
Head of Social Media	JYSK
Founder	Gamsun AB
Head of E-Commerce and Business Development	Filippa K
Head of Customer Care	Filippa K
Sales Director	Finch Denmark
Online Marketing Manager Nordics	SpreadShirt
Accounts Manager	Apptus Technologies AB
Nordic E-Commerce & Digital Manager	Procter & Gamble Sverige AB
Founder and Editor	ShopsOnline.dk
Partner	Watchia.com
Manager	Symantec Nordic
Ecommerce Manager	Samsung
Chief Executive Officer	Apptus Technologies AB
CEO	Brightstep
Web manager	CDON group
Business Development Director	RichRelevance
CEO	Fyndiq AB
MD	Sociomantic Labs
Sales Manger	Bring Denmark
MD Nordic & Group Strategic Committee	NetBooster
Senior Vice President	Sitecore
Marketing Manager	Stormberg
Director Of E-Commerce	Zound Industries
Chief Marketing Officer	Fyndiq
Business Development Manager Group Mobile payments	Swedbank AB
Editor, reporter and art director	Scandinavian Retail Newsservice
Head of Sales	Zanox AB
Head of Sales	IBM
Daglig leder	Atea Direct AS
Business Development	Sales River
Head of Digital Marketing	Jernia AS
COO	Adlibris
Nordics Sales Director	SDL Fredhopper
Online Store Manager	Microsoft
Web Manager	Apotek 1 Norge AS
Managing Director	TradeTracker Denmark
Business Development Manager	Expert AS
Sales and Marketing Manager eCommerce	Atea Sverige
	Rezidor Scandinavia Aps, Radisson Blu Scandinavia Hotel
Solution Specialist	Vaimo
Informatör	Lidl Sverige KB
Regional Sales Director	Perfion
Marketing Manager EMEA	Demandware
e-Commerce Manager	Tiger of Sweden AB
Sales Manager	Críteo
Online communicator	Hummel

Job Title	Account
Head of eCommerce	3 Mobile
Business Development Director - NetBooster	Netbooster
Head of Digital Channels	Olav Thon Gruppen
Nordic E-commerce Manager	Expert AS
Sales and Business Development Manager	Sitecore
Merchandising and Marketing Director	Ocay
CEO	Netset AB
Manager Digital Sales Channel	E.ON
Co-Founder/ Chief Operating Officer	MotionPoint Corporation
Ceo	Pulse247 Oy
Senior Sales Executive	EVRY Norge AS
Operations Manager	arvato Financial Solutions
CEO	Stylepit.com AS
Managing Director	Sociomantic Labs
Online Marketing Director	Peak Performance Production AB
E-Commerce Director	Eurokangas Oy
Project Manager	Reima Oy
Partner and Alliance Director	Vergic
CTO & e-Commerce Director	Ginza
E-Commerce Corporate Director	Rezidor SAS
Sales Manager	eGentic
VP	MotionPoint Corporation
Online Marketing Specialist	Witre AB
Partner	Watchia.com
E-commerce Specialist	Nosto Solutions Ltd
Account Manager	Usablenet
Commerce Pilot & CEO	CPH Promotion
Ansvarlig for digital handel	Apotek1
Area Manager	Nosto Solutions Ltd
Head of Digital Business	Ellos Group
Sales And Marketing Director	Mio AB
eSHOP manager	Atea Sverige AB
Business Engagement Manager E-commerce	DT Group IT
Senior Brand Strategist, Head of Nordics and Netherlands	Olapic
CEO	Bubbleroom
CCO	Osudio Nordic SpA
Head of Online Sales	Apoteket
Online Manager Scandinavia	Reima Denamrk Aps
Mercahnt Relationship Manager	CDON.com
Head of e-Commerce	Moods of Norway
Business Controller	Terranova - Teddy SpA
Sales Manager	eGentic
International Account Manager	Vergic
Webshop Operations Manager	Moods of Norway
Chief Executive Officer	Nosto Solutions Ltd
Head of Sale Channels	SJ AB
Digital Project Manager	Irma A/S
Editor-In-Chief	Twinkle
E-Commerce Project Manager	Kicks Kosmetikkedjan AB
Head of Global Web and Digital	IKEA
Director, Online and retail marketing	Fiskars Home Oy Ab
Digital Strategist	Tulos
Brand manager & editor	ShopsOnline.dk
Sales Director	Top Toy / Toys r Us
Nordic Business Development Director	Meridian Global Services
E-Business Manager	JYSK
Business Area Manager	Lofbergs Lila AB
E-Commerce Manager	Matas
E-Commerce System Owner	Skånska Byggaror
Chief Commercial Officer & Partner	QuantAds
Head of Business Development, EMEA	Kornfo
Digital Marketing Manager	IKEA
CEO	Wrapp
SVP	Klarna

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