

DIRECT
TO
CONSUMER
EXECUTIVE SUMMIT

June 23, 2022, New York

Agenda.

9:00 – 9:30 AM

Breakfast + Welcome

Moderated by Stephanie Bateman,
Strategic Partner Manager, Gorgias

9:30 – 10:00 AM

Innovative D2C Leaders

Nicole Lapin Alex Friedman, *Co-Founder, CEO*, LOLA
Ariane Goldman, *Founder & CEO*, Hatch Brand
Sarah Zurell, *Co-Founder & CRO*, Eternal Fleur

10:05 – 10:35 AM

Building a Mountain of Hype: Finding the Right Marketing Mix To Give Your Brand a Lift

Jay B Saucedo, *Head of Corporate Comms & Co-Founder*, Cart.com
Ariana Ferwerda, *Co-Founder & CEO*, Halfdays

10:40 – 11:10 AM

Marketing and Branding Post iOS 14.5

Tom Shea, *Co-Founder*, Adgile Media Group
Nik Sharma, *CEO & Founder*, Sharma Brands
Brian Rappaport, *CEO & Founder*, Quan Media Group

11:15 – 11:45 AM

A Workshop by #Paid

Kelsey Burdett, *Director of Revenue*, #paid
Nik Sharma, *CEO & Founder*, Sharma Brands

11:45 – 12:40 PM

Lunch.

Turn over 

Thank you to all our partners

ADGILE
MEDIA GROUP

cart.com

EXTOLE

gorgias

OCEANX

#paid

SETTLE

shiphero™

ShoppingGives

Wunderkind

12:00 – 12:30 PM

Putting Your Customers First

Brenda Freeman, *Chief Brand Officer*, Wunderkind

Niki Leondakis, *CEO*, CorePower Yoga

Matt Scanlan, *Co-Founder & CEO*, NAADAM

Cliff Lyles, *Chief Manufacturing and Innovation Officer*, Thistle

Anna Harman, *Co-Founder & CEO*, STUDS

12:40 – 1:10 PM

Omnichannel and the Future

Matt Roche, *CEO*, Extole

Jaime Crespo, *General Manager*, Harry's

Andrew Silberstein, *Founder*, SolaWave

Olivia Landau, *Founder & CEO*, The Clear Cut

Ivy Wu, *VP of Consumer Growth*, Mindbody

1:15 – 1:45 PM

Combatting Supply Chain Challenges With Alternative Financing

Moderated by Alek Koenig, *Founder and CEO*, Settle

Brian Bordainick, *Co-Founder*, Starface World Inc.

Suze Dowling, *Co-Founder & Chief Business Officer*, Pattern Brands

1:50 – 2:20 PM

Connecting With Your Customers Through Authentic and Relevant Social Impact

Molly Trerotola, *Head of Social Impact*, ShoppingGives

Jeff Laub, *Founder & Creative Director*, Blind Barber

Jordan Somer, *Sustainability Program Manager*, Steve Madden

Yuxin Gong, *Founder*, Seamless Lingerie

2:20 – 3:00 PM

Coffee + Networking.

3:00 – 3:30 PM

Rising Costs & No End In Sight: How To Manage Costs & Not Sacrifice Customer Experience

Maggie Barnett, *COO*, ShipHero

Zoe Feldman, *General Manager, Consumer*, Momofuku Goods

Brett Teper, *Co-Founder*, Modkat

3:30 – 4:05 PM

Fireside Chat

Introduced by Kevin Gorman, *VP of Sales*, OceanX

Diana Ransom, *Executive Editor*, Inc. Magazine

Craig Dubitsky, *Founder*, Hello Products

4:05 – 5:00 PM

Cocktail Hour.

Thank you for joining us.