



Shoptalk Fall 2025

17-19 September, 2025
Chicago

SHOPTALK
FALL

SHOPTALK

FALL

As a proud media partner of **Shoptalk Fall**, Incisiv is spotlighting the event where retail's most pressing challenges meet real-world solutions. While Shoptalk Spring provides a sweeping look at industry trends and ecosystem-wide shifts, **Shoptalk Fall is where strategy turns into action**. Built for retail decision-makers ready to drive tangible change, it delivers the playbooks, tools, and tactics leaders need now—cutting through the noise with highly actionable insights that move the needle.

This fall, the focus is on execution: from deploying AI to forecast through uncertainty, to navigating tariffs, rethinking assortments, and redefining loyalty in a world dominated by algorithmic discovery. **Incisiv is here to guide you through the mechanics of leading through complexity—because this is where retail's next chapter is written.**



Meetup & Networking

The backbone of the Shoptalk experience is the event's Meetup networking platform, which facilitates more than 30,000 individual 15-minute meetings over three days.

Meetup signifies the evolution of the typical 'speed dating' conference networking experience. At Groceryshop, attendees are not randomly paired with fellow attendees and solution providers, but rather matched through common business interests and goals.

Every Shoptalk attendee is welcome to join the Meetup platform, where they complete a questionnaire on their business focus, career profile, and industry interests. Based on their answers, attendees are then paired with fellow attendees and tech providers through a double-opt-in platform that ensures executives only speak with those they wish to meet.



In addition to the Meetup program, there are a host of networking opportunities both inside and outside of the convention center, including topic table discussion, cocktail hours, retailer and brand dinners, and Shoptalk's popular industry party featuring food, drink, and live entertainment.

In conjunction with the jam-packed networking agenda, the event's educational docket provides attendees with the opportunity to hear the industry's latest and greatest tech innovations and strategic approaches firsthand.

Key Topics Shaping the 2025 Agenda

A look at the top themes and ideas that will guide Shoptalk Fall agenda in 2025.



Data-Driven & AI
Augmented Retail
Intelligence



Product Curation &
Innovation Under
Pressure



Brand Identity, Loyalty &
Customer Experience in
a Shifting World



Leading Through
Volatility
& Change

Make the Most Out of Shoptalk Fall 2025

With a packed educational and networking agenda, planning your ideal Shoptalk Fall experience can be overwhelming. To help you make the most of it, Incisiv has curated a guide to the must-see sessions, events, and networking opportunities. The following pages highlight the can't-miss moments from this year's program. As the agenda continues to evolve in the coming months, we'll keep this guide updated with the latest sessions and experiences.



Shoptalk Fall Can't Miss Sessions



Session 1

Track Keynote: From Tariffs to Tactics: Scenario Planning in a Volatile World

Wednesday, September 17, 2025 | 2:00pm — 2:40pm CT

Speakers



Jamie Bragg

Chief Supply Chain Officer, EVP
Tailored Brands



Tanzil Uddin

SVP, Content & Partnerships
Manifest (Interviewer)

More speakers to be confirmed

Session 2

Track Keynote: Running a Brand in the Face of Change

Wednesday, September 17, 2025 | 2:45pm — 3:25pm CT

Speakers



Kate Gulliver

Chief Financial Officer & Chief
Administrative Officer
Wayfair

Session 2

Channel Expansion in Volatile Times: Winning Across Ecommerce, Social & Stores

Wednesday, September 17, 2025 | 2:45pm — 3:25pm CT

Speakers



George Chang

General Manager, SHEIN USA
Marketplace
SHEIN



Valerie De Charette

Partner
Tomorrow Retail (Interviewer)

More speakers to be confirmed

Session 3

Supply Chain Agility in the Age of Disruption

Wednesday, September 17, 2025 | 3:30pm — 4:10pm CT

Speakers



Jennifer Kobus

DVP, Global Supply Chain
REI



Derek Geiss

Chief Supply Chain Officer and
EVP, International
Nutrabolt



Katie Date

SVP, Industry Relations & Strategic
Initiatives
Manifest (Interviewer)

More speakers to be confirmed

Session 3

Opening Remarks

Wednesday, September 17, 2025 | 4:20pm — 4:30pm CT

Keynote

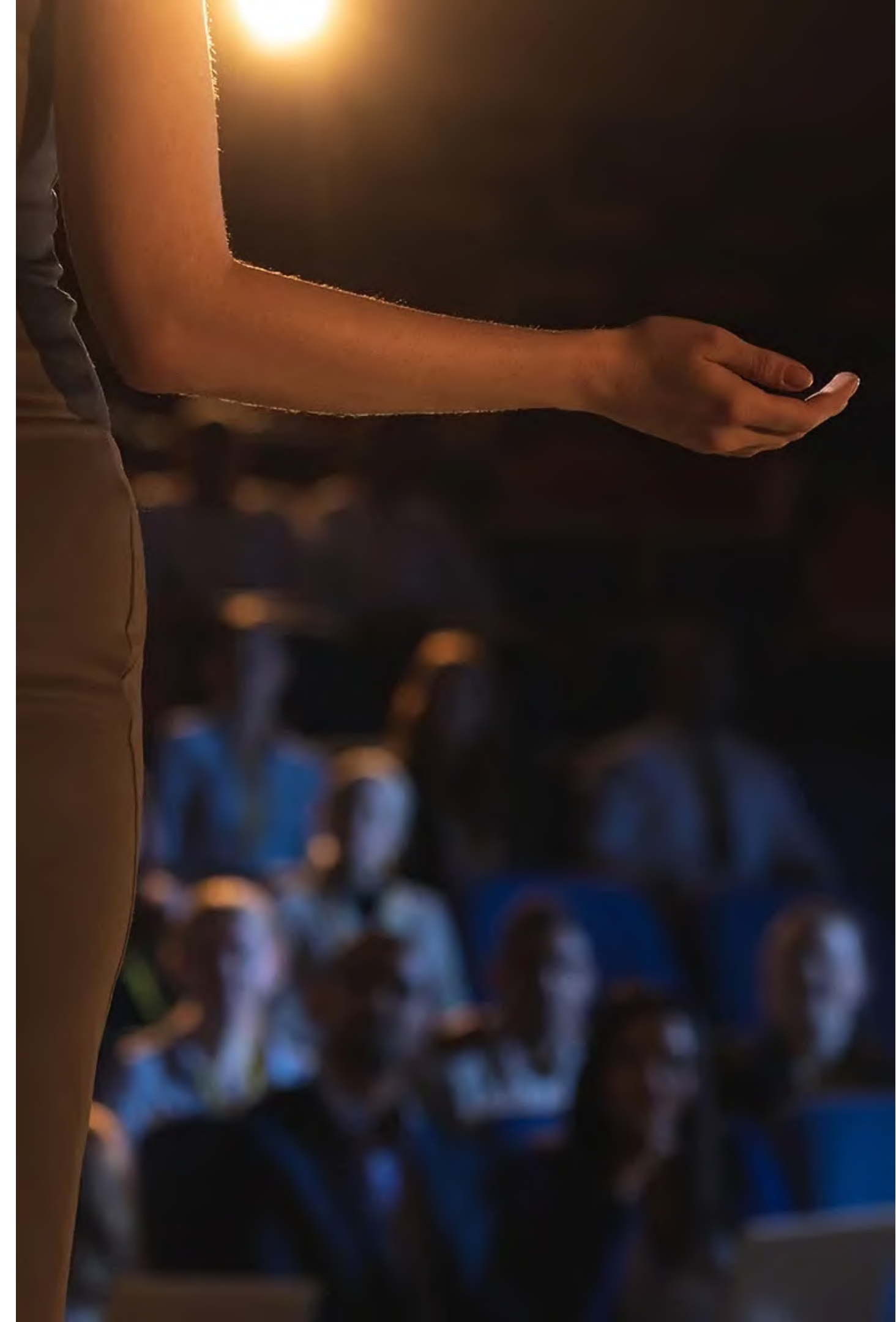
Wednesday, September 17, 2025 | 4:30pm — 4:50pm CT

Keynote

Wednesday, September 17, 2025 | 4:50pm — 5:10pm CT

Keynote

Wednesday, September 17, 2025 | 5:10pm — 5:30pm CT



Session 1

Creative Optimization in the Age of Algorithmic Discovery

Thursday, September 18, 2025 | 9:35am — 10:15am CT

Speakers



Debbie Woloshin

Chief Marketing Officer
Stitch Fix



Gaurav Pant

Co-Founder & Chief Insights
Officer
Incisiv (Interviewer)

More speakers to be confirmed

Session 2

Strategic Pivots that Reinvent the Core Without Losing the Customer

Thursday, September 18, 2025 | 10:25am — 11:05am CT

Speakers



Nicole Parry

Head of Merchandising, Americas
H&M



Bruce Smith

Founder & Chairman of the Board
Hydrow



Karina Dolgin

Chief Product & Revenue Officer
James Avery Jewelry

Session 2

Keynote

Thursday, September 18, 2025 | 1:40pm — 2:00pm CT

Speakers



Ann-Marie Campbell
Senior Executive Vice President
Home Depot

Session 2

Keynote

Thursday, September 18, 2025 | 2:00pm — 2:20pm CT

Speakers



Ciaran Long
CEO
a.k.a. Brands

Session 3

Designing Shopping Experiences That Convert In-Store and Online

Thursday, September 18, 2025 | 4:15pm — 4:55pm CT

Speakers



Corey Conrad

SVP, Leasing & Brand Partnerships
Caruso



Liza Lefkowski

Chief Merchant, VP of Stores
Wayfair



Danielle DiMaiolo Rendini

Head of Retail
American Girl



Lindsey Mazza

Global Retail Lead
Capgemini (Interviewer)

Session 4

What the C-Suite Can Learn From the Frontlines

Thursday, September 18, 2025 | 5:00pm — 5:40pm CT

Speakers



Meera Bhatia
President
Fabletics

More speakers to be confirmed

Session 1

Track Keynote: Building Retention in Times of Change

Friday, September 19, 2025 | 10:30am — 11:10am CT

Speakers



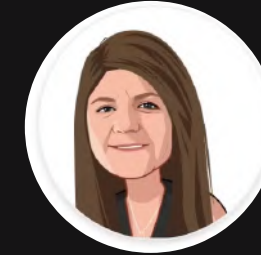
Kim Lefko
Chief Marketing Officer
Ace Hardware

Session 1

Building Retention in Times of Change: A Conversation

Friday, September 19, 2025 | 10:30am — 11:10am CT

Speakers



Rene Federico

Head of Marketing
U.S. Primark



Tara Paton

Founder & CEO
Huemanize (Interviewer)

More speakers to be confirmed

Session 2

Creative Sprints: Moving from Idea to Execution at the Speed of Light

Friday, September 19, 2025 | 11:20am — 12:00pm CT

Speakers



Jenna Bromberg
Chief Marketing Officer
Papa John's



Kaitlyn Hebert
Global Chief Marketing Officer,
Ninja
SharkNinja



Vic Drabicky
Founder & CEO
January Digital (Interviewer)

More speakers to be confirmed

Session 3

Shoptalk Fall Key Takeaways

Friday, September 19, 2025 | 1:05pm — 1:45pm CT

Speakers to be confirmed

Keynote

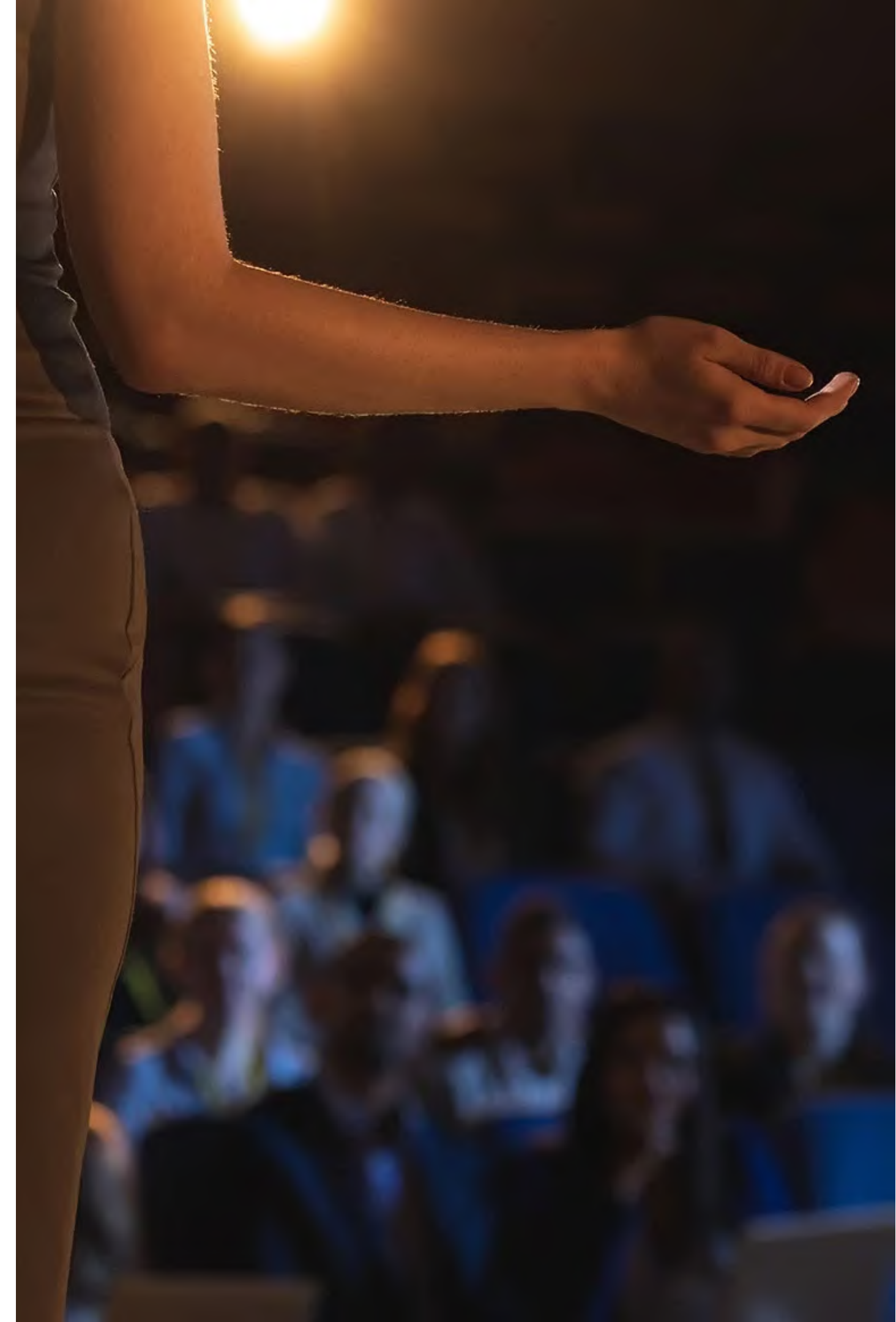
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Keynote

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Where to See and Be Seen – The Events Around the Event

The value of any conference cannot be fully assessed without considering the surrounding events, where real conversations can be had, personal relationships can be built, and a few adult beverages can be consumed.

Since its inception the Shoptalk team has delivered a culture where fun was just as important as business or education.

Below are a few of Incisiv's favorite events while in Chicago.





Shoptalk Retailer & Brand Dinners

Date and Time: Wednesday, September 17th, 2025, 7:00pm-9:00pm CT

Venue: Chicago's best restaurants

Open to: Retailer & Brand Networking Dinners are invitation-only.

Retailer & Brand Networking Dinners are exclusive, invitation-only events hosted at some of Chicago's best restaurants. Scheduled for Wednesday, September 17th, these dinners offer a unique opportunity for industry leaders representing both Retailers & Brands to convene in a sophisticated setting. Throughout the evening, attendees will engage in stimulating conversations while savoring exquisite cuisine, creating an ambiance that fosters meaningful connections and memorable experiences.

Please note, Retailer & Brand Networking Dinners are invitation-only. If you are interested in joining a dinner, please email experience@shoptalk.com



Incisiv Speakeasy Shindig @ Shoptalk Fall

Date and Time: Wednesday, September 17th, 2025, 8:30pm – 11:00pm CT

Venue: Vu Rooftop (Located around the corner from McCormick Place)

Open to: Retailers and Brands only. [Click here to apply to attend.](#)

Join Incisiv for the Speakeasy Shindig @ Shoptalk Fall — an exclusive after-hours gathering for retailers, brands, and industry movers and shakers. Set high above the city at VU Rooftop in Chicago, this relaxed evening is all about great cocktails, meaningful connections, and unbeatable city views. Unwind, connect, and toast to what's next in retail.



Incisiv Speakeasy @ Shoptalk Fall Executive Dinner

Date and Time: Thursday, September 18th, 2025, 6:00pm - 8:00pm CT

Venue: Sepia (Incisiv will provide transportation to and from the venue)

Open to: Retailers and Brands only. [Click here to apply to attend.](#)

Incisiv is proud to host the Speakeasy @ Shoptalk Fall Executive Dinner — an exclusive, invite-only evening of elevated networking and thought-provoking conversation. Set against the backdrop of Michelin-starred cuisine by Chef Andrew Zimmerman, sophisticated design, and impeccable service, the experience is designed to be intimate, engaging, and effortlessly enjoyable.

Attendance is limited to senior executives (Director level and above) from leading retail, brand, and CPG organizations.



Shoptalk Fall Party

Date and Time: Thursday, September 18th, 2025, 8:00pm -10:30pm CT

Venue: House of Blues Chicago, 329 N Dearborn St, Chicago, IL 60654

Open to: Shoptalk Fall Registrants

Get ready to experience the ultimate celebration at our Industry Night Party, the most anticipated event of the week! Save the date for Thursday, September 18th, as we invite you to immerse yourself in an unforgettable evening from 8:00pm to 10:30pm at Chicago House of Blues in Downtown Chicago.

Enjoy a night of live music and drinks as you mingle with industry leaders, innovators, and enthusiasts from around the globe. It's a night you won't want to miss!

*Please note that you will need to show your Shoptalk Fall Badge upon entry.



ABOUT INCISIV

Incisiv is a peer-to-peer executive network and industry insights firm for consumer industry executives navigating digital disruption.

Incisiv offers curated executive learning, digital maturity benchmarks and prescriptive transformation insights to clients across the consumer and technology industry spectrum.

www.incisiv.com