

# MACH X: CREATING THE AI-READY ENTERPRISE

Join digital leaders in London as we cut through the AI hype and focus on what truly matters: building organizations that are ready to harness AI for real impact.

## SCHEDULE

### Oct 20

2:00 - 18:00

**Member Day** (for MACH Certified Members only)

18:00 - 19:30

**Welcome Drinks for all Registered Attendees**

### Oct 21

8:00

**Open for Business**

9:00 - 12:00

**Main Stage Welcome & Keynotes**

13:30 - 17:00

**Track Sessions**

17:00 - 21:00

**Networking Drinks & Dinner**

### Oct 22

8:00

**Open for Business**

9:00 - 11:10

**Main Stage Keynotes**

11:45 - 15:00

**Track Sessions**

16:00 - 18:00

**Networking Drinks Reception**



OCT 20: IET SAVOY PLACE  
OCT 21: IET SAVOY PLACE  
OCT 22: WPP @ THE SEA CONTAINERS  
**LONDON // UK**  
\*Agenda subject to change

**OCT 20**

IET SAVOY PLACE

14:00 - 18:00

**Member Day** (for MACH Certified Members only)

18:00 - 19:30

Welcome Drinks for all Registered Attendees



# OCT 21

## MORNING



08:00 - 09:00 Open for Registration / Breakfast 📍 Ground Floor

09:00 - 09:10 **Welcome & Introduction from our Hosts**  
Paul Curtis // CTO, EasyJet & Komal Koul // Head of Digital Performance, Currys 📍 Kelvin Hall

09:10 - 09:20 **Keynote: The Ecosystem in Overdrive**  
Kelly Goetsch // MACH Alliance Co-Founder 📍 Kelvin Hall

09:20 - 09:40 **Headline Practitioner Keynote: Enterprise AI adoption - Making it real and delivering concrete outcomes**  
Shawn Mandel // Chief Digital & Data Officer, Parkland 📍 Kelvin Hall

09:40 - 10:00 **Headline Practitioner Keynote: Driving Operational Efficiency from AI**  
Shaoming Yang // VP, DingDong Fresh 📍 Kelvin Hall

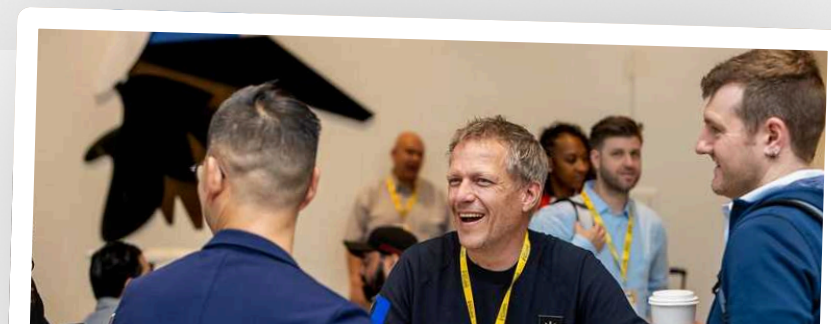
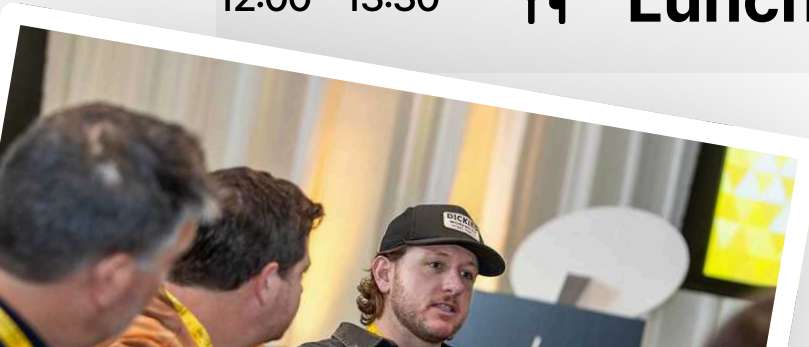
10:00 - 10:15 **Keynote: MACH's Place in AI**  
Jason Cottrell // President, MACH Alliance & CEO/Founder, Orium  
Amanda Cole // CMO, Bloomreach & MACH Alliance Executive Board Member 📍 Kelvin Hall

10:15 - 10:45 🍷 **Break**

10:50 - 11:15 **Headline Practitioner Keynote: Transforming the "Business" of Technology**  
Evie Thompson // Group Head of Data Engineering & AI, Gymshark 📍 Kelvin Hall

11:15 - 12:00 **Panel: From Hype to Human, Climbing the AI Maturity Ladder**  
Chris Zimmerman // Director of AI Transformation, Valtech  
Komal Koul // Head of Digital Performance, Currys 📍 Kelvin Hall  
Matt Groshong // Director, Adtech & Digital Marketing, NVIDIA  
Danson Huang, Goba VP - Digital Commerce, Diageo

12:00 - 13:30 🍴 **Lunch**



	Agentic 📍 Maxwell	Engineering 📍 Flowers	Engineering 📍 Lovelace	Performance 📍 Haslett	Performance 📍 Marconi	AI Exchange & Ride MACH 📍 Riverside 1
13:30 - 14:15	<b>WORKSHOP</b> <b>Bring Agentic Ordering to Quick Service Retail</b> David Rose Senior Director Global Martech, AI & Innovation / <b>Papa Johns</b>	<b>WORKSHOP</b> <b>The Impact of AI on Engineering</b> Gus Fune CTO / <b>BÆRSkin</b> Martijn Ameling Director Digital Architecture / <b>Rituals</b> Ben Seymour Field Engineering / <b>Vercel</b>	<b>PANEL DISCUSSION</b> <b>Unlocking the Open Data Model</b> Sana Remekie CEO / <b>Conscia</b> Mark Demeny Tech Analyst / <b>MACH Alliance</b> Siana Altise L&D / <b>MACH Alliance</b>	<b>WORKSHOP</b> <b>Complex Content Automation in a MACH Stack</b> Richard Voyce Digital Director / <b>The Conran Shop</b>	<b>WORKSHOP</b> <b>Disappearing Clicks, Intelligent Feeds: Performance in the Age of LLM Commerce</b> David Clark Chief Customer Officer / <b>Frasers Group</b> Shiri Mosenzon Erez CPO / <b>commercetools</b>	<b>AI EXCHANGE</b> <b>AI Exchange: B2B Wholesale Agentic AI &amp; B2C Cross-Brand AI Promotion</b> Tomasz Pindel / <b>Voucherify</b> Andrew Kumar / <b>Uniform</b> Subhasri Vadyar / <b>Valtech</b> Gireesh Sahukar / <b>Senior eCommerce Technologist</b> Daniele Stroppa / <b>AWS</b>
14:20 - 15:00	<b>WORKSHOP</b> <b>Building the Internet of Agents: Introducing AGNTCY and its Enterprise Impact</b> Hasith Kalpage Director, Platform Engineering / <b>Outshift by Cisco</b>	<b>WORKSHOP</b> <b>AI Tooling for Engineering Teams</b> Dana Lawson CTO / <b>Netlify</b> Nuno Sousa Director of IT Customer Applications / <b>LKQ Europe</b> Mark Elliott Solutions Architect / <b>Webify</b>	<b>WORKSHOP</b> <b>Interoperable Integrations in an AI-Enabled Stack</b> Adam Peter Nielsen CTO / <b>Novicell</b> Morten Naess Chief Product and Innovation Officer / <b>Bluestone PIM</b> Ryan McKenna Principal Engineer / <b>RVO Health</b>	<b>WORKSHOP</b> <b>Data Wars - Monetising in an AI Ecosystem</b> Arthur O'Connor Academic Director / <b>CUNY</b> Maya Traykova CPO / <b>The Sole Supplier</b> Matt Groshong Director / Adtech & Digital Marketing, <b>NVIDIA</b>	<b>WORKSHOP</b> <b>Optimising for AEO/GEO</b> Ian Chambers Digital Director / <b>easyJet</b> Paul Oates Head of Performance Media / <b>Forge Holidays</b>	<b>AI EXCHANGE</b> <b>Fraud Detection AI &amp; AI Migration Documentation</b> Dylan Valade / <b>Cuesta Partners</b> Gus Fune / <b>BÆRSkin</b> Sezin Cagil / <b>Dr Martens</b> Sana Remekie / <b>Conscia</b> Matt Hughson / <b>Storyblok</b>
15:00 - 15:30	<b>📺 Break</b>					
15:35 - 16:10	<b>KEYNOTE</b> <b>Agentic - Inside Out</b> Gaining Trust in AI Within the Business Through Internal Tooling & Operational Value Tonino Greco Head Of Cloud, Infrastructure, and Operations / <b>River Island</b>	<b>KEYNOTE</b> <b>Harder, Better, Faster, Stronger</b> BAERSkin's FAFO Playbook: The Wins, The Disasters, and Everything We Learned Gus Fune CTO / <b>BÆRSkin</b>	<b>WORKSHOP</b> <b>Hands-On with AGNTCY: Building Multi-Agent Systems Using A2A and SLIM</b> Sam Betts Engineering Technical Lead / <b>Outshift by Cisco</b>	<b>WORKSHOP</b> <b>Dr Martens - A glimpse into the near future of conversational shopping</b> Sezin Cagil Head of Unified Commerce / <b>Dr Martens</b> Sana Remekie CEO / <b>Conscia</b>	<b>WORKSHOP</b> <b>The New World of Personalised Discovery</b> Regis Pennel Director of eCommerce / <b>Galleries Lafayette</b>	
16:15 - 17:00	<b>KEYNOTE AND Q&amp;A</b> <b>AI meeting the purchase: building the infrastructure for agentic commerce</b> Colin Banville AI Solutions Architecture / <b>Stripe</b> Richard Brennan, VP, Product Management / <b>ESW</b> Danson Huang, Global VP - Digital Commerce / <b>Diageo</b> Evie Thompson, Group Head of Data Engineering & AI / <b>GYMSHARK</b>			<b>WORKSHOP</b> <b>Content AI in a Composable Stack</b> Mathias Lykke Schnack Head of Architecture & Development / <b>FLUGGER</b>	<b>PANEL</b> <b>Automation &amp; AI Thinking - Where Will the Next 3 Years Take Us?</b> Xun Wang CTO / <b>Bloomreach</b> Roy Wang Head of Applied AI Strategy / <b>WAIR</b>	
17:00 - 21:00	<b>🍷 Networking Drinks &amp; Dinner</b>					

# OCT 22

MORNING



08:00 - 09:00 Doors Open / Breakfast **Sunset**

09:00 - 09:10 Welcome **Amphitheatre**

09:10 - 09:45 **Headline Practitioner Keynote:** AI's Impact on Organisational Structures and Career Trajectory **Amphitheatre**  
Dr Arthur O'Connor // Academic Director, CUNY

09:45 - 10:10 **Panel: Building a Culture that Embraces Accelerated Change** **Amphitheatre**  
Ryan McKenna // Principal Engineer, RVO Health  
Claire Donald // Chief Product & Technology Officer, Moo  
Paul Curtis // CTO, EasyJet  
Nuno Sousa // Director of IT Customer Applications, LKQ Europe

10:10 - 10:40 **Panel: AI Ethics** **Amphitheatre**  
Rhiannon Hanger // Strategic Client Partner Data & AI, Grid Dynamics  
Nicola Cain // CEO, Handley Gill  
Jasmin Guthmann // Senior Manager Composable Advisory, Accenture Song

10:40 - 11:10 **Fireside: Just Because You Can Doesn't Mean You Should** **Amphitheatre**  
Jason Cottrell // President, MACH Alliance & CEO/Founder, Orium  
Kimberly Matenchuck // Managing Director, Cloudinary

11:10 - 11:45 **Break**



	Workshop Breakouts 📍 Tate	Workshop Breakouts 📍 National	Workshop Breakouts 📍 Hayward	Workshop Breakouts 📍 Festival
11:45 - 12:45	<p><b>Being a Better Ally</b></p> <p>🎤 Jim Herbert CEO / <b>Patchworks</b></p> <p>🎤 Seth Bindernagel</p>	<p><b>Team Degradation - Where are the Next Juniors?</b></p> <p>🎤 Gus Fune CTO / <b>Bærskin</b></p> <p>🎤 Ryan McKenna Principal Engineer / <b>RVO Health</b></p>	<p><b>A Mentorship Masterclass: Why Should You Mentor and What's in it for Mentees?</b></p> <p>🎤 Nora Dorsman Chair / <b>Women in MACH</b></p> <p>🎤 Will Lockie Global Digital Director / <b>Noble Panacea</b></p>	<p><b>Influencing Upwards to Effect Change</b></p> <p>🎤 Sana Remekie CEO / <b>Conscia</b></p> <p>🎤 Emily Kerrai Women in MACH Mentor</p>
12:45 - 14:00	🍴 <b>Lunch</b>			
14:00 - 15:00	<p><b>Educating Your Leadership on Executing AI Effectively</b></p> <p>🎤 Mike Seery CTO / <b>Dignity Funerals</b></p> <p>🎤 Danielle Diliberti CEO / <b>Sommsation</b></p> <p>🎤 Jasmin Guthmann Senior Manager Composable Advisory / <b>Accenture Song</b></p>	<p><b>Public speaking: How to master your soft skills in the age of AI</b></p> <p>🎤 Emily Luo Founder / <b>MLE LUO</b></p>	<p><b>Educating Yourself to Gain a Career in AI</b></p> <p>🎤 Harpreet Bushell CEO / <b>HBBD</b></p> <p>🎤 Mel Jensen Strategic Product Lead</p> <p>🎤 Luke Crickmore Head of Innovation / <b>Algomarketing</b></p>	<p><b>Leading the Shift: Team-Centered Strategies for MACH &amp; AI Integration</b></p> <p>🎤 Siana Alltise L&amp;D / <b>MACH Alliance</b></p>
15:00 - 15:15	🎮 <b>Break</b>			
15:15 - 15:40	<p><b>Keynote: Ignoring the AI hype, what are we all actually going to do?</b></p> <p>Danielle Diliberti // CEO, Sommsation James Reid // Interim CTO, Clarks Maya Traykova // CPO, The Sole Supplier Kristen Liebert // VP of Business Transformation, Rally House</p>			📍 <b>Amphitheatre</b>
15:40 - 16:00	<p><b>Closing Remarks</b>      📍 <b>Amphitheatre</b></p>			
16:00 - 18:00	🍹 <b>Networking Drinks Reception</b>		📍 <b>Sunset</b>	