

## SPEAKERS

# ECOMMERCE ACCELERATED NEW MARKETS. NEW CHANNELS. NEW BUSINESS MODELS.

Wednesday 18th October

The Shard,  
32 London Bridge St,  
London SE1 9SG



**Marco Vergani**, Senior Vice President  
International, Digital River

Marco Vergani helps global businesses to develop sustainable revenue streams through ecommerce, build customer loyalty and turn transactional moments into lasting engagement.

Marco is an exponent of the holistic approach to ecommerce. He encourages businesses to build ecommerce strategies on an acknowledgement that creating a route from the transactional moment to the long-term customer relationship extends beyond technology. He brings 28 years of experience working in the broader business process and business culture areas.

In a world where markets mature and change due to disruptive new entrants, commoditisation can threaten sustained revenues. Marco believes the most important thing is to discard any organisational thinking that holds a company back. Although legacy cultures are cherished by many long-established organisations, they can slow innovation down. Marco's talent lies in speeding things up.



**Michelle Beeson**, Analyst serving eBusiness  
& Channel Strategy Professionals,  
Forrester Research

Michelle's research covers digital commerce and the effect of changing consumer behaviour and technology on customer engagement. Her current research themes include digital business transformation, omnichannel commerce, digital trends and forecasting, and direct-to-consumer strategies for brands and manufacturers.

Michelle joined Forrester in 2011 on the consulting team aligned with the eBusiness & Channel Strategy team, and was involved in numerous digital strategy projects across industries, including retail.

Prior to Forrester, Michelle was a senior research executive at Synovate UK. She developed quantitative and qualitative primary research studies into customer attitudes and behaviour for clients across retail, consumer services, and financial services. Previously, Michelle worked in academic research at the Family Research Centre and the Autism Research Centre (ARC) at the University of Cambridge.

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**David Dobson**, Chief Executive Officer,  
Digital River

David leads Digital River in its mission to help companies find better ways of successfully building and growing profitable online businesses globally. Prior to Digital River, David was executive VP and Group Executive for CA Technologies' global lines of business. Here, he played a key role in repositioning CA as a market leader in cloud enablement.

As president of Pitney Bowes Management Services, David headed up long-term strategy development and increased the company's focus on innovation as a source of growth. He was Chief Executive Officer of Corel Corporation, a global provider of leading software titles.

In his three years at Corel, the company grew revenue 20% year-on-year, and profits more than 30% each year. David also spent 19 years at IBM in senior management positions, including Corporate VP, Emerging Business Opportunities, and President and General Manager, IBM Printing Systems Division.



**Jason Nyhus**, Vice President, Global  
Marketing & Communications, Digital River

Jason joined Digital River in 2000 and has held virtually every role in sales and marketing. While Jason leads Breakout 1 on subscriptions and monetization strategies, his experience covers every aspect of ecommerce, from minimising risk to maximising sales opportunities from end to end.

As a respected ecommerce advisor, Jason has helped to steer many of Digital River's most dynamic and fast-paced clients, including MLB.com, Canon, Microsoft and EA. He was also responsible for driving our marketing innovation through our ecosystem expansion and strategy development of our MarketForce practice leaders.

Jason is currently responsible for Digital River's own global demand generation, product marketing, communications, strategy, analyst relations, and branding across our Commerce and Marketing business units.

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**Hugo Sellert**, Vice President, Consumer Sales, Avast Software

Hugo Sellert is VP of Consumer Sales at Avast Software, leading monetization of one of the world's largest consumer security software communities. He's an expert on driving conversions within the freemium model and has in-depth knowledge of setting up and optimizing direct-to-consumer subscriptions.

An economist by training with a background in research and analytics, Hugo holds a Master's degree from Boston College and has previously held leadership positions at Socialbakers, AVG Technologies, Dun & Bradstreet and Monster.com.



**Alexander Moiseev**, Chief Sales Officer, Kaspersky Lab

Alexander Moiseev is the Chief Sales Officer of Kaspersky Lab. His responsibilities include global management of sales and new business development. Moiseev is one of the driving forces behind the company's technology and innovation investments in the transportation systems cyber security area.

Since 2011, he has worked as Head of Kaspersky Lab's Global Partnerships and Sponsorships, developing the company's global sponsorship projects – the biggest of which is the partnership with Scuderia Ferrari.

He joined Kaspersky Lab in 2006 as Business Development Manager for Italy and Israel, before becoming Managing Director of Kaspersky Lab Italy and Mediterranean in April 2008. Alexander graduated from Moscow State University with a degree in engineering with mathematics and cybernetics.

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**Jamie Brighton**, Product & Industry Marketing, Adobe EMEA

Jamie has worked in digital marketing for over 15 years, 11 of those with Adobe helping clients implement and adopt optimisation, personalisation and behavioural targeting. He has experience client, agency and vendor-side and has worked in digital marketing for Adobe in EMEA and APAC, covering the South East Asia region.

In his current role, Jamie is part of the product and industry marketing team, heading up product marketing for the Adobe Experience Cloud in EMEA. His current areas of focus include mobile optimisation and the role of the marketing cloud in today's marketing landscape.



**Grant Reid**, Senior Director, MarketForce in EMEA APAC

Grant Reid joined Digital River in July 2015, to manage the Marketforce business across EMEA & APAC.

Prior to Digital River, Grant held leadership roles at Rosetta Stone, Getty Images & AOL. He has been working in digital & marketing for 15+ years working across all marketing channels including SEM, Affiliates, Display, Social & Email. Obsessive about providing the best experience to the end customer, with particular experience in brand marketing & digital conversion.

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**Jonas Forsberg**, Vice President, Global Online Sales and Marketing, Jabra

Jonas E. Forsberg is the Vice President of Global Online Sales and Marketing at Jabra (GN Audio) creating healthy channel growth online and offline. He is an expert in global digital marketing and online sales expanding Jabra's e-Commerce business to 50 new countries in 24 months servicing consumers and businesses.

Jonas is former General Manager for the consumer division in North America with passion for defining, building and accelerating new businesses or business areas for global brands.



**James Gagliardi**, VP Solutions & Innovation, Digital River

James is constantly thinking about new ways to optimise direct-to-buyer relationships. He is charged with anticipating what's hot and what's next in ecommerce, and creating an intuitive online buying process – with more transparent connections between individuals and anytime, anywhere technologies.

James ensures that Digital River's suite of cloud commerce products and solutions meet, exceed and anticipate the needs of world-renowned branded manufacturer, software and games clients.

He regularly comments in the media and has published many articles in high-tech media outlets, such as MediaPost, BizReport, ReadWrite, TWICE, Multichannel Merchant, Total Retail and others. He received his Master of Business Administration degree from the University of St. Thomas and his Bachelor of Science in mass communications degree from Minnesota State University, Moorhead

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**Lorrie Mizuko**, Director of Ecommerce,  
HTC

Lorrie Mizuko is an international ecommerce expert, with significant experience working across commerce operations, retail, digital marketing and analytics. She is currently a Senior Ecommerce Manager at HTC.

Most recently, Lorrie worked as part of the global team that launched the Vive Virtual reality headset, one of the most eagerly anticipated consumer electronics products of 2016. It launched simultaneously across 22 countries, with localized user experience in 7 languages and 6 currencies.

Lorrie's passion for consumer electronics and online sales was built at Digital River, where she worked with some of the world's biggest brands in the physical commerce space – spearheading efforts to improve customer acquisition and monetization through innovative online marketing strategies.

When not at the office, Lorrie can be either found at the airport on the way to a far-flung destination, or chasing her very energetic seven year old son.



**Alex Hunter**, Digital Brand Expert

Alex Hunter is a digital brand and loyalty expert who worked as Head of Digital for the Virgin Group. He is also an investor in and advisor to start-ups, and is the creator of the online travel show Attaché.

When the Virgin America airline launched in the US, Alex was pivotal in building an online community which urged the US Congress to give the company the necessary approval in the face of opposition from the established American domestic carriers. He subsequently created and implemented the digital strategy for the whole Virgin group. Virgin's main site was very quick to embrace social media and user-driven content, underlining the company's reputation for customer focus.

Alex is on the Board of Trustees for the non-profit Drinkaware, and has also served as an advisor to the Prince of Wales' Rainforest Trust, specifically around the use of social media and engagement to propagate the Trust's message.