

Retail and Consumer Goods Guide to Data + AI Summit

SAN FRANCISCO, JUNE 26-29, 2023

The Future of Retail

Hello!

You're invited to open your world to the new innovations at Data + AI Summit 2023. We will see you at the Moscone Center, San Francisco, at our biggest event to date.

We are thrilled to announce that Satya Nadella, CEO of Microsoft, and Eric Schmidt, former CEO of Google, will be our esteemed keynote speakers at Summit. Their presentations will focus on the latest innovations, impact and future of AI, ML and large language models (LLMs).

This Retail and Consumer Goods Guide to Data + AI Summit is designed to ensure you get the most from your experience. We have planned a stellar lineup of Retail and Consumer Goods sessions by industry-leading organizations such as Anheuser-Busch, Nike, Instacart, 84.51° and many more, covering real-life use cases like data governance, sales forecasting, on-shelf availability, recommendations, churn analysis and more. We are also featuring a series of interactive solution demos to help you get started innovating with AI.

We have also put together a Retail and Consumer Goods Forum — our most popular industry event — featuring a keynote from Sephora, covering the art of data strategy and how effective data governance and democratization allow better decision-making and increase innovation.

Beyond the keynote and customer talk, we will have an executive panel with speakers from Gucci, Marks & Spencer and more.

Take the time to network with industry experts. And be sure to check out the full agenda for the most up-to-date information.

We look forward to a compelling week of data, analytics and AI with you!



ROB SAKER

*VP, Global Retail and Manufacturing GTM
Databricks*

HIGHLIGHTS

100K+
PARTICIPANTS

200+
SPEAKERS

160
COUNTRIES

This year we are going BIG with industries!



RETAIL AND
CONSUMER GOODS



FINANCIAL
SERVICES



HEALTHCARE AND
LIFE SCIENCES



MANUFACTURING
AND ENERGY



COMMUNICATIONS,
MEDIA &
ENTERTAINMENT



PUBLIC SECTOR

Data + AI Summit 2023

SAN FRANCISCO, JUNE 26-29, 2023

Join us live at the Moscone Center

Register Now

Data + AI Summit is the global event for the data community, where practitioners, leaders and visionaries come together to shape the future of data, analytics and AI. This guide outlines specific activities relevant to Retail and Consumer Goods that you may be interested in. Get ready for four days packed with keynotes by industry visionaries, technical sessions, hands-on training and networking opportunities.

It's easy to register for Data + AI Summit — just sign up [here](#).

Top 5 reasons to join our Retail and Consumer Goods Forum and breakout sessions at Data + AI Summit:

- 1 Learn best practices from thought leaders at Sephora, Gucci, Marks & Spencer and more, who have already achieved business outcomes with data, analytics and AI
- 2 Gain insights on practical applications of advanced analytics in Retail and Consumer Goods
- 3 See how the Lakehouse for Retail is changing the world — delivering more in every phase of the customer journey
- 4 Network with other data and AI leaders and practitioners
- 5 Take a break and stop by our Industry Lounge to meet the Databricks team and see live demonstrations

Create Your Own Experience

We have created four different Retail and Consumer Goods experiences so that you can get the most from Summit



1 RETAIL AND CONSUMER GOODS FORUM

Learn from the most innovative industry leaders with keynotes and panel discussions from some of the biggest global brands

2 BREAKOUT SESSIONS

Deep dive into specific topics and technical sessions with a leading expert from your field who has tackled the data, analytics and AI problems you are looking to solve

3 INTERACTIVE DEMOS

Join an interactive Solution Accelerator demo for popular Retail and Consumer Goods use cases with our data, analytics and AI technical experts

4 INDUSTRY LOUNGE

Visit our Industry Lounge for refreshments, networking and live demos

All Things Retail and Consumer Goods at Summit

Use this section to schedule and design your Summit experience around Retail and Consumer Goods and our **Industry Forum, breakout sessions, interactive demos** and **networking lounge**.

Mainstage Keynotes

We are thrilled to announce that **Satya Nadella**, CEO of Microsoft, and **Eric Schmidt**, former CEO of Google, will be our esteemed keynote speakers at Summit.



Retail and Consumer Goods Lounge

TUESDAY, JUNE 27 | 5:00 - 7:30 PM PT

WEDNESDAY, JUNE 28 | 11:30 AM - 5:30 PM PT

THURSDAY, JUNE 29 | 11:30 AM - 5:30 PM PT

LOCATION: DATA + AI SUMMIT EXPO FLOOR, MOSCONE SOUTH

Retail and Consumer Goods Forum

THURSDAY, JUNE 29 | 12:00 - 2:30 PM PT

LOCATION: MOSCONE SOUTH, HALL D

The Future of Retail

FEATURED SPEAKERS:

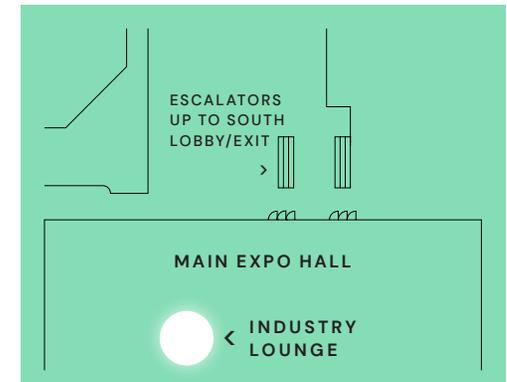
MANBIR PAUL, VP of Engineering, Data Insights and MarTech, Sephora

SUZANNE HOWSE, Head of Enterprise Data, Marks & Spencer

ANNA RUSSO, Global Director of Data Science, Gucci



Connect with Databricks Retail and Consumer Goods experts, partners, technical leaders and other attendees in our dedicated lounge space for informal discussions and networking. Learn about how Databricks and our partners collaborate with industry leaders to innovate and transform operations with data and AI across the industry.



Breakout Sessions

We have a full agenda of Retail and Consumer Goods talks taking place at Data + AI Summit. See which ones are the best fit for you.

Retail and Consumer Goods Sessions at a Glance

TYPE	TITLE	SPEAKER	COMPANY
BREAKOUT SESSION	Ahold Delhaize's Journey to Implementing Unity Catalog at Scale	CHARLOTTE VAN DER SCHEUN Tech Lead Data Platform	Ahold Delhaize
		IVO VAN DE GRIFT Tech Lead	
BREAKOUT SESSION	Data Interoperability Across Clouds and Regions	ANTOINE CASTEX Group Data Architect	L'Oréal
BREAKOUT SESSION	DHL e-Commerce US: Building a Scalable and Robust Cloud Data Platform as an Enabler for Enterprise Analytics	HITESH SAHNI Head of Cloud Data Platforms and Data Engineering Solutions	DHL
BREAKOUT SESSION	Embrace First-Party Data Collaboration to Lower Acquisition Costs With Look-Alike Audiences in Media Clean Rooms	JORDAN PECK Principal Technical Account Manager	Snowplow
BREAKOUT SESSION	Event Driven Real-Time Supply Chain Ecosystem Powered by Lakehouse	DEEPAK SEKAR Senior Solutions Architect	Databricks
		HARSH MISHRA Lead Enterprise Architect	Australian Rail Track Corporation
LIGHTNING TALK	Fast-Track to the Future With GenAI-Powered Lakehouse	ABHISHEK PATEL Head of Databricks COE	LTI, LTIMindtree
BREAKOUT SESSION	How MLOps on Databricks Helped Adidas Gain Speed in Productionizing ML Projects	PHILIPP KEESE Director Solution Architecture – Digital Analytics	Adidas
		RAHUL PANDEY Solution Architect	
LIGHTNING TALK	How Using Input Tables Within Sigma Improves Data Science and Machine Learning	MITCH ERTLE Partner Solutions Engineer	Sigma Computing
BREAKOUT SESSION	Hyperparameter Tuning via Apache Spark™ and Ray	BEHZAD BORDBAR Lead Data Scientist	Marks & Spencer
		JOSEPH SANSFIELD Senior Machine Learning Engineer	
BREAKOUT SESSION	Instacart on Why Engineers Shouldn't Write Data Governance Policies	KIERAN TAYLOR Senior Software Engineer II	Instacart
		ANDRIA FUQUEN Technical Program Manager	Immuta

TYPE	TITLE	SPEAKER	COMPANY
BREAKOUT SESSION	Large Scale Multi-Task Learning Recommender Service at Verizon	LUYANG WANG Lead Distinguished Scientist	Verizon
		MIKE TANG Associate Director, Responsible AI	
BREAKOUT SESSION	Leveraging Product Thinking to Scale a Data Platform to a 400+Person (or More!) Data and Analytics Team	LUCAS DOS SANTOS CELESTINO Platform Product Manager	Anheuser-Busch InBev
		MARIA DAIBERT Data Platform Product Manager	
LIGHTNING TALK	Leveraging Unity Catalog for Data Governance for Grab's Use Case	TIANYU LIU Lead Data Scientist (Analytics)	Grab
		JUN RONG LAU Data Engineer/Analyst	
BREAKOUT SESSION	Made in Italy: How Barilla Uses Databricks Lakehouse to Optimize Operations	LORENZO DE TOMASI Data Architect, Data Platforms Lead	Barilla G. e R. Fratelli S.p.A.
BREAKOUT SESSION	Meet LOLA: The Innovation Engine Brewing Models at Scale for AB InBev	RAHIL BHATNAGAR Development Lead, LOLA	Anheuser-Busch InBev
BREAKOUT SESSION	MLOps at Gucci: From Zero to Hero	ALESSANDRO GARAVAGLIA Lead ML Engineer	Gucci
		MARIANNA CERVINO Global Data Scientist	
BREAKOUT SESSION	Nebula: The Journey of Scaling Instacart's Data Pipelines With Apache Spark™ and Lakehouse	DEVLINA DAS Senior Software Engineer	Instacart
		ARTHUR LI Senior Software Engineer	
BREAKOUT SESSION	Optimal Series Modeling at Scale With Applications in CPG Using DEIMOS	JEFF BREEDING-ALLISON Senior Data Scientist	Mars Petcare
		KYLIE TAYLOR Data Scientist	
LIGHTNING TALK	Publish Your First Data Mesh Product in Under 10 Minutes With Delta Sharing and Ascend	JON OSBORN Field CTO	Ascend.io
LIGHTNING TALK	Revolutionize Your Customer Engagement Strategy With First-Party Customer Data	MIKE MALONEY Field Chief Data Officer	Snowplow

Retail and Consumer Goods Sessions at a Glance

TYPE	TITLE	SPEAKER	COMPANY
BREAKOUT SESSION	Scaling MLOps for Demand Forecasting Across Multiple Markets for a Large CPG	SUNIL RANGANATHAN Director, MLOPS VINIT DOSHI Senior Manager	Tredence
BREAKOUT SESSION	Self-Service Data Analytics and Governance at Enterprise Scale With Unity Catalog	ARTEM MESHCHERYAKOV Consultant PASCAL VAN BELLEN Senior Consultant	ORAYLIS GmbH
BREAKOUT SESSION	Self-Service Geospatial Analysis Leveraging Databricks, Apache Sedona, and R	CORT LUNKE Technical Lead – Digital Platform and Innovation, AgTech	Land O'Lakes
BREAKOUT SESSION	Streaming Data Analytics With Power BI and Databricks	MARIUS PANGA Solutions Architect LIPING HUANG Senior Solutions Architect	Databricks
BREAKOUT SESSION	Streamlining API Deployment for ML Models Across Multiple Brands: Ahold Delhaize's Experience on Serverless	MARIA VECHTOMOVA ML Engineer BASAK ESKILI ML Engineer	Ahold Delhaize
BREAKOUT SESSION	Unity Catalog at Scale in Retail Data Engineering and Data Science	RASHMI KANSAKAR Director, Data and Cloud Architect	84.51°
LIGHTNING TALK	Unity Catalog: Flexibility to Fit Your Organization	JAMES NORMAN Principal Software Engineer	Nike
BREAKOUT SESSION	Unlocking Near Real-Time Data Replication With CDC, Apache Spark™ Streaming and Delta Lake	IVAN PENG Software Engineer	DoorDash

The agenda for this Forum is subject to change. Session times and dates will be added soon. Please check back for more details.

Ask an expert

If you'd like to learn more as a follow-up to any of the sessions, please reach out to your account manager to coordinate a meeting with:

- Retail and Consumer Goods leaders and subject matter experts
- Technical data experts in Retail and Consumer Goods
- Solution architects who have helped hundreds of customers

Learn more about Lakehouse for Retail at [dbricks.co/retail](https://databricks.co/retail)

Register Now