

#brConnect Keynotes

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Connected Experiences — Go Headless to Win in Commerce

Raj De Datta, Cofounder & CEO, Bloomreach - The DXP Company

We're living in the Experience Era: Joe Pine's Experience Economy mashed up with Marc Andreessen's Software Era. What does this mean for commerce businesses in particular? It means headless and connected commerce experiences are essential to winning in the Experience Era. Raj will explain why and how Connected Experiences and new innovations in headless architectures enable commerce businesses to win today — and dominate tomorrow.



Thriving in the Experience Era

Joe Pine, bestselling author of *The Experience Economy*

The Experience Economy has become interconnected with the Software Era over the past decade, meaning that the creation of engaging, relevant, and customized experiences now increasingly depends on the use of digital experience technologies, such as AI. The brands that seize this opportunity will stage the most engaging experiences (online and offline), thus beating their competitors in customer engagement, brand advocacy, and ultimately, business outcomes. Joe will explain how and why they will be the brands that thrive in today's competitive landscape.



Delivering an Elegant B2B Shopping Experience

Brooke Logan, Senior Product Manager eCommerce, HD Supply

A small team at large B2B distributor HD Supply designed and delivered a B2C-like shopping experience for their professional customers, who are often on the job and on the spot when shopping. Brooke will share how a focus on elegant design, super search and ease-of-use led to a multimillion dollar revenue increase for HD Supply. Who benefited most? The trade professionals who depend on HD Supply in demanding situations.



Guided Selling in Brick-and-Mortar Boutiques

Ramon Bueno, Head of Enterprise Architecture, Desigual

Euro-sensation Desigual treats each of their six million loyalty members personally, especially upon entering a Desigual boutique. Boutique associates deliver these personalized experiences using Guided Selling and Loyalty apps tied into backend data systems. These SPAs (single-page-apps) run on a headless Bloomreach platform. Ramon will explain how this "unlimited shopping" engine was designed and delivered, and led to an amazing 2% bump in in-store revenue.



Year Two of Digital Transformation

Sunny Mallavarapu, Digital Transformation PM,
Group NA, Bosch Power Tools

What does it really (really) take to go digital? Having led the digital transformation projects and ongoing digital evolution of a global company, Sunny will walk us through the key decisions in a four year journey now in its second year. Replacing a full digital infrastructure is a massive undertaking and is not just about setting a solid foundation, but actually leveling the dirt below. Sunny will explain how Bosch pivoted from aligning infrastructure to aligning a microservices architecture around a headless approach to speed their global evolution.



Designing the Connected Buyer Experience: Personalization, AI and Conversion Paths

Jessie Johnson, Research Director, SiriusDecisions

Marketers cannot control the buyer's journey, so must enable buyers to get the information they need for their decision-making and purchase process by driving meaningful interactions at each stage of the journey. Understanding and guiding this customer journey gives manufacturers and distributors a unique advantage in their ecommerce and after-market service processes, making relevant products and content not only discoverable, but actionable. Jessie will highlight trends and innovative techniques for enabling B2B buyers.

- How changes in buyer behavior and expectations as well as new touchpoints arising from nonlinear and individualized buyer journeys demand that marketers rethink program design and activation.
- How innovative companies are delivering an interconnected buyer experience through digital tactics, providing multiple paths to connect and convert prospective buyers and drive repeat purchases.
- How artificial intelligence is playing a prominent role in evolving digital marketing technology capabilities that empower marketers to gather and activate audience insights using buyer signals.