Meet Magento™ FLORIDA US
#MM23FL

Agenda

15th February

8:00 – 12:30	Booth Setup in Expo Hall
11:00 – 17:00	Booth Registration Open
12:30 – 14:00	**Lunch for Sponsor Staff** Meet, Greet & Eat
14:00 – 17:00	Exhibit Only Hours in Expo Hall
16:00 – 18:00	**Exhibit Happy Hour**

16th February

8:00 – 17:00	Doors Open: Registration	
7:30 – 8:30	**Breakfast & Networking** Meet, Greet & Eat	
9:00 – 9:10	OPENING NOTE Welcome Note	**Ravi Mittal** CEO at Rave Digital & Aheadworks
9:10 – 9:20	OPENING NOTE Magento Association Greetings	**Slava Kravchuk** Founder & CEO of Atwix

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16th February

| 9:20 – 9:30 | **OPENING NOTE**
Adobe Update on Magento Open Source | **Ritesh Somani**
Principal Product Manager at Adobe |

| 9:20 – 9:30 | **KEYNOTE**
Opening Keynote | **Phillip Jackson**
Co-Founder of Future Commerce |

| 10:00 – 10:30 | **Morning Break**
Meet, Greet & Eat | Wagento® The Code of Commerce |

| 10:30 – 11:00 | **BUSINESS**
Four Mistakes That Will Land You in Mordor for Good

Joseph Maxwell
President at SwiftOtter, Inc. | **TECHNICAL**
Modernizing Ad Platform Integrations

David "Psy" Deppner
CEO at Psyberware, Inc. |

| 11:00 – 11:30 | **BUSINESS**
Understanding Magento as an "Ecommerce Platform" and How to Successfully Implement It

Muliadi Jeo
Co-Founder of ICUBE | **TECHNICAL**
The Top 10 Maintenance & Development Modules to Advance Your M2 Store

Steven Tchorzewski
Director of Technology at cbdMD

Steve Bien-Aime
Founder & CEO at People Like Software |

| 11:30 – 12:00 | **BUSINESS**
Deliver Personalized Experiences with Payments (Panel)

Ritesh Somani
Principal Product Manager at Adobe

Mudita Tiwari
Senior Director, Developer Experiences at Paypal

Nitu Walker
Manager, Enablement & Activation, Commerce Services at Adobe | **TECHNICAL**
Maximizing Magento 2 Programming & Development with AI

Mark Shust
Magento Teacher at M.academy |

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16th February

12:00 – 12:30

BUSINESS
Growth of Alternative Payment Methods, is it Death of the Credit Card in Ecommerce?

Natasha Zurnamer
CEO & Co-Founder of Optty

TECHNICAL
(Don't) Leave Me Alone! -- Facing Depression in the Remote Times

Lukasz Bajsarowicz
Solution Architect at SwiftOtter, Inc.

12:30 – 14:00

Lunch
Meet, Greet & Eat

12:45 – 13:45

BUSINESS
Lunch & Learn
Supply Chain Disruptions and the Impact on e-Commerce Sales, Trade and Taxes
Hall H

VERTEX

14:00 – 14:30

BUSINESS
Performance Content Matters

Brent Peterson
Co-Founder of Wagento

TECHNICAL
Expanding Developer Experience: The Hyvä Checkout

Willem Wigman
Founder & CEO at Hyvä

14:30 – 15:00

BUSINESS
Using Personas and Data to Uncover Revenue: Results That Move the Needle

Heather Nigro
CEO of Moxxii Consulting

TECHNICAL
Using Github Codespaces for Magento Development Environments

Igor Miura
Sr. Software Engineer at Imagination Media

15:00 – 15:30

BUSINESS
Secrets and Roadblocks of Today's Customer Journey

Dave Hyman
Chief Revenue Officer at Webeyez

TECHNICAL
Building Resilient Ecommerce: A Look into Magento on Kubernetes

Damien Retzinger
Founder of Graycore, LLC

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16th February

15:30 – 16:00	BUSINESS **What Should the Word Marketplace Mean to You?** **Dave Uselton** Director, Product Experience at Marketplacer	TECHNICAL **8 Mistakes That Drive up the Cost of Your Magento 2 Upgrade** **Oleksandr Kravchuk** Magento Department Manager at vConnect

16:00 – 16:30	**Evening Break** Meet, Greet & Eat	**Sansec**

16:30 – 17:00	BUSINESS **Barr Display - Using Hyvä to Fast Track Core Web Vitals (Merchant Story)** **Sanne Bolkenstein** Commercial Director at Hyvä **Arron Moss** Founder & CEO at ZERO-1 Ltd **Julia Prestia** Sales & Marketing Manager at Barr Display	TECHNICAL **Swipe Right on Magento: How to Evaluate Vendors, Projects, & Plan for a Successful Implementation** **Maier Bianchi** Founder & CTO at Bemeir

17:00 – 17:30	BUSINESS **Best Practices for Magento Hosting in 2023** **Josh Ward** VP of Sales at Nexcess	TECHNICAL **Reinventing Digital Commerce with Adobe & AWS** **Brian Moore** Senior Partner Solutions Architect at Amazon Web Services (AWS)

18:30 – 22:30	**Closing Party by the Pool** Time To Have Some Fun	rave DIGITAL · aheadworks. A RAVE DIGITAL COMPANY · Adobe · PayPal