



Agenda

4th FEBURARY

19:00 – 22:00

Dinner By the Organizer
Exclusively for Sponsors, Speakers & Volunteers



Sponsored by

Agenda

5th FEBURARY

08:00 – 12:30

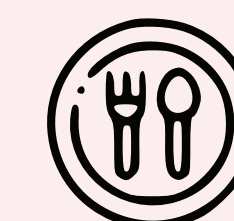
Booth Setup in Expo Hall

11:00 – 17:00

Booth Registration Open

12:30 – 14:00

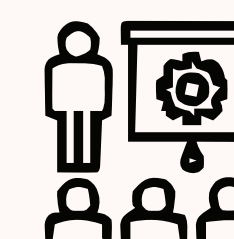
Lunch for Sponsor Staff



13:30 – 15:00

TECHNICAL
Unlocking Magento's Secrets with Xdebug Techniques

Mark Shust
Magento Teacher, M.Academy



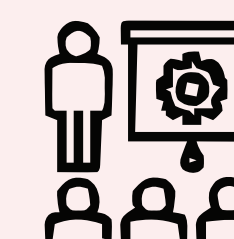
15:00 – 16:30

BUSINESS
The B2B eCommerce Playbook: From Resistance to Results

Nicole Donnelly
Founder + President, DMG Digital



Tadhg Bowe
Solution Consultant, Monsoon Consulting



14:00 – 18:00

Exhibit Only Hours in Expo Hall
Meet Our Sponsors


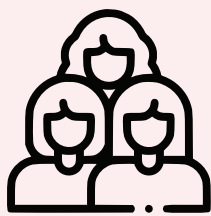
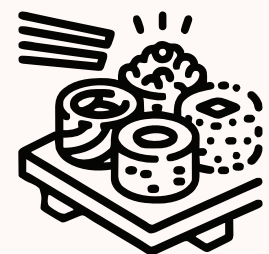

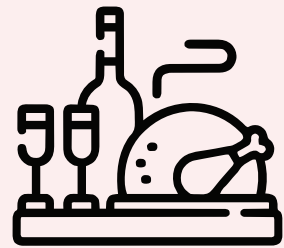
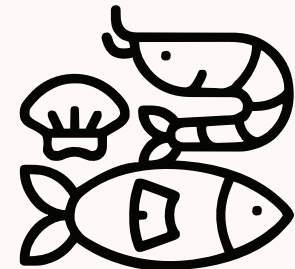


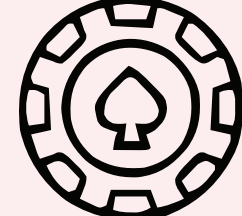
*All times in EST





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5th FEBURARY

16:00 – 18:00	Exhibit Happy Hour	Sponsored by Liquid Web	
17:30 – 19:00	Women in Ecommerce	Invite-only	
19:00 – 21:00	Kuro – Omakase Fine Dining Japanese Multicourse Dinner	Sponsored by platform.sh Invite-only Ancillary Event	
19:00 – 21:00	Abiaka Wood Fire Grill Wood-Fired Gourmet Dinner	Sponsored by magebit  dotdigital Invite-only Ancillary Event	
19:30 – 21:30	Council Oak Steaks & Seafood Classic-American Steak & Seafood Dinner Retail Leaders Roundtable: Maximizing ROI with AI & Magento Optimization	Sponsored by Richpanel BEMEIR Invite-only Ancillary Event	
20:00 – 22:00	Davidoff of Geneva Cigar & Cognac Lounge	Sponsored by improntus. iPaaS.com Invite-only Ancillary Event	
21:00 – 23:00	PLA Sports Bar Interactive Sports Experience, Cocktails & Bar Bites	Sponsored by >jetrails_ RAVE DIGITAL Invite-only Ancillary Event	
22:00 – 00:00	Casino Events (Poker, Blackjack, Roulette)		

*All times in EST



Agenda

6th FEBURARY

07:30 - 08:45

Breakfast & Networking

Meet, Greet & Eat

Sponsored by
BEMEIR



08:00 - 17:00

Doors Open: Registration

09:00 - 09:15

OPENING NOTE

Welcome Note

Ravi Mittal

President, Rave Digital & CEO, Aheadworks



09:15 - 09:30

OPENING NOTE

Adobe Commerce & Magento Open Source Update

Ritesh Somani

Principal Product Manager, Adobe



09:30 - 09:45

OPENING NOTE

Magento Association Greeting

Mathias Schreiber

Executive Director, Magento Association



09:45 - 10:30

OPENING NOTE

The Brand Clarity Framework: Crafting Consistent Brand Narratives to Foster Engagement & Loyalty

Chirag Nijjer

Award-winning Customer Centricity Expert, TV Personality & Keynote Speaker (7M+ Views)
Using Engaging Storytelling to Help You Build Brand Clarity.



10:30 - 11:00

Morning Break

Sponsored by
hiberus



*All times in EST

Agenda

6th FEBURARY

11:00 – 11:30

TECHNICAL

**Optimizing Varnish for Magento:
Advanced Techniques for Performance
and Scalability**

Thijs Feryn

Technical Evangelist, Varnish Software Group



BUSINESS

**Scaling eCommerce with AI and
Real-Time Data: Unlocking the Future of
Digital Commerce**

Erik Huberman

Founder & CEO, Hawke Media



CASE STUDY

Fast-Track Your Success: Relaunching 3 D2Cs in 1.5 Months—And Loving the Journey!

Verónica Díaz Álvarez

eBusiness Manager, Nestlé Health Science



Cristina Pardeza de la Fuente

Head of Magento/Adobe Commerce, hiberus

hiberus

11:30 – 12:00

TECHNICAL

**Tech Debt Is Stalling Your eCommerce
Growth: How to Spot and Resolve It**

Joshua Warren

CEO, Creatuity Corp.



BUSINESS

**Less Taxing, More Relaxing.
Automating Tax & Compliance in
eCommerce with Avalara**

Jermaine McKinnon

Director of Strategic Alliances, Avalara



CASE STUDY

Harnessing AI to Slash \$240K in Customer Support Costs

Dan Wolgin

CEO, Ammunition Depot



Amit RG

CEO & Co-founder, Richpanel



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Agenda

6th FEBURARY

12:00 – 12:30

TECHNICAL

**Mastering Module Management:
Automating Publishing for 100+ Magento
Modules Using Private Packagist**

Jakub Winkler

CEO, qoliber & MagentoNinja



BUSINESS

**Community-led Innovation with
Magento**

Eric Erway

Client Services Director, Gene Commerce



CASE STUDY

How Uber and Magento Are Partnering to Uplevel Delivery

Su Ulcay

Strategic Partnerships,
Uber Direct

Uber

Chris Collier

Director of Digital Operations,
Wave Electronics

**WAVE
ELECTRONICS**

Nicanor Gioffré

Managing Partner, Improntus

(m) improntus.

12:30 – 13:00

TECHNICAL

**Scaling with Confidence: Pushing
Magento Beyond Its Limits**

Emils Malovka

DevOps Engineer, Magebit

magebit

BUSINESS

**Punching Above Your Weight: A B2B
eCommerce Success Story**

Tadhg Bowe

Solution Consultant, Monsoon Consulting

MONSOON CONSULTING

CASE STUDY

4 Stores in 5 Months: A Hyvä Transformation for a \$2B eCommerce Enterprise

Kadima Lonji

Vice President of Digital Technology,
Helen of Troy

**Helen
of Troy**

Alex Brynou

Global Director, Systems Architecture,
Helen of Troy

**Helen
of Troy**

Kristaps Rjabovs

Managing Director & Co-Owner, Magebit

magebit

13:00 – 13:45

Magento Roadmap Discussion: Invite-Only Plated Lunch

*All times in EST

Adobe **PayPal** **Liquid Web** **magebit** **ZERO-1** **Richpanel**

POWERED BY **WAVE** + **aheadworks.**
DIGITAL A RAVE DIGITAL COMPANY



Agenda

6th FEBURARY

13:00 - 14:00

Lunch
Meet, Greet & Eat

Sponsored by  + 



14:00 - 14:30

TECHNICAL
Streamlining Magento Open Source Development with Adobe Cloud Tools

Joe Shelton
Head of Development, Wagento




BUSINESS
How to Use AI to Recruit A-Players: A Step-by-Step Approach


Amit RG
CEO & Co-founder, Richpanel



CASE STUDY

Breaking Boundaries: Evolar's Journey to Global Expansion and Entry into the US Market

Edward Bartels
Founder, Evolar


Danny Verkade
CTO, Cream


14:30 - 15:00

TECHNICAL
Collaborate, Innovate & Shape the Future of Magento Open Source and Adobe Commerce

Parul Sinha
Senior Software Engineer, Adobe



BUSINESS
Unified Commerce - An Open Source Product Helping Merchants Build More Meaningful Relationships

Arron Moss
Founder & CEO, ZERO-1 Ltd



Callum Breeze
Senior Architect, ZERO-1 Ltd



CASE STUDY

Commerce, Built Your Way: Flexible, Scalable, and Future-Ready

Nitu Walker
Manager, Enablement & Activation, Commerce Services, Adobe



Ritesh Somani
Principal Product Manager, Adobe



Mark Derrick
CEO, Dive Gear Express



*All times in EST



Agenda

6th FEBURARY

15:00 – 15:30

TECHNICAL

How Magento Transforms Customer Experience to Drive eCommerce Success

Yevhenii Pyltiai

Senior Director of Product, Bold Commerce



BUSINESS

How Green Is Your eCommerce? A Guide to Building a Sustainable Future

Andrea Saccà

CEO & Founder, Bhoost



CASE STUDY

Streamlining Omni-channel Fulfillment with Adobe Commerce

Joe Meador

Director of eCommerce, Green Top Sporting Goods Corp



David Baier

Managing Partner, Crimson Agility



15:30 – 16:00

TECHNICAL

200 Domains on a Single Magento Instance with a \$300 Hosting Bill

Ivan Chepurnyi

Magento Performance Expert, EcomDev B.V.



BUSINESS

Revolutionizing Retail - Insights from Front-Line Experts

Heather Nigro

CEO & Founder, Moxxii Consulting



Joshua Warren

CEO, Creatuity Corp.



CASE STUDY

Disrupting the Surgical Instrument Industry: How Magento and Nexcess Transformed Ambler Surgical's B2B eCommerce

Tony Kroboth

Vice President, Operations, Ambler Surgical



Josh Ward

VP of Sales, Liquid Web Family of Brands

Liquid Web

16:00 – 16:30

Evening Break

Sponsored by
CREATUITY



*All times in EST





Agenda

6th FEBURARY

16:30 – 17:00

Fireside Chat with Sumit Singh

Sumit Singh
CEO, Chewy, Inc.



17:00 – 17:30

Closing Note

Ravi Mittal
President, Rave Digital & CEO, Aheadworks



Ritesh Somani
Principal Product Manager, Adobe



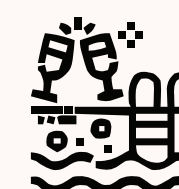
Mathias Schreiber
Executive Director, Magento Association



18:30 – 22:30

Closing Party
Dinner by the Pool

Bar Sponsored by



22:30 – 02:30

After Party
The Fun Continues
Entice Nightclub

Sponsored by

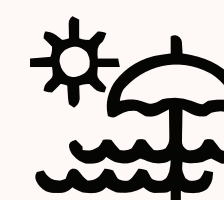


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7th FEBURARY

12:00 – 16:30

Seaside Experience
Jet Skiing Available, Weather Permitting.

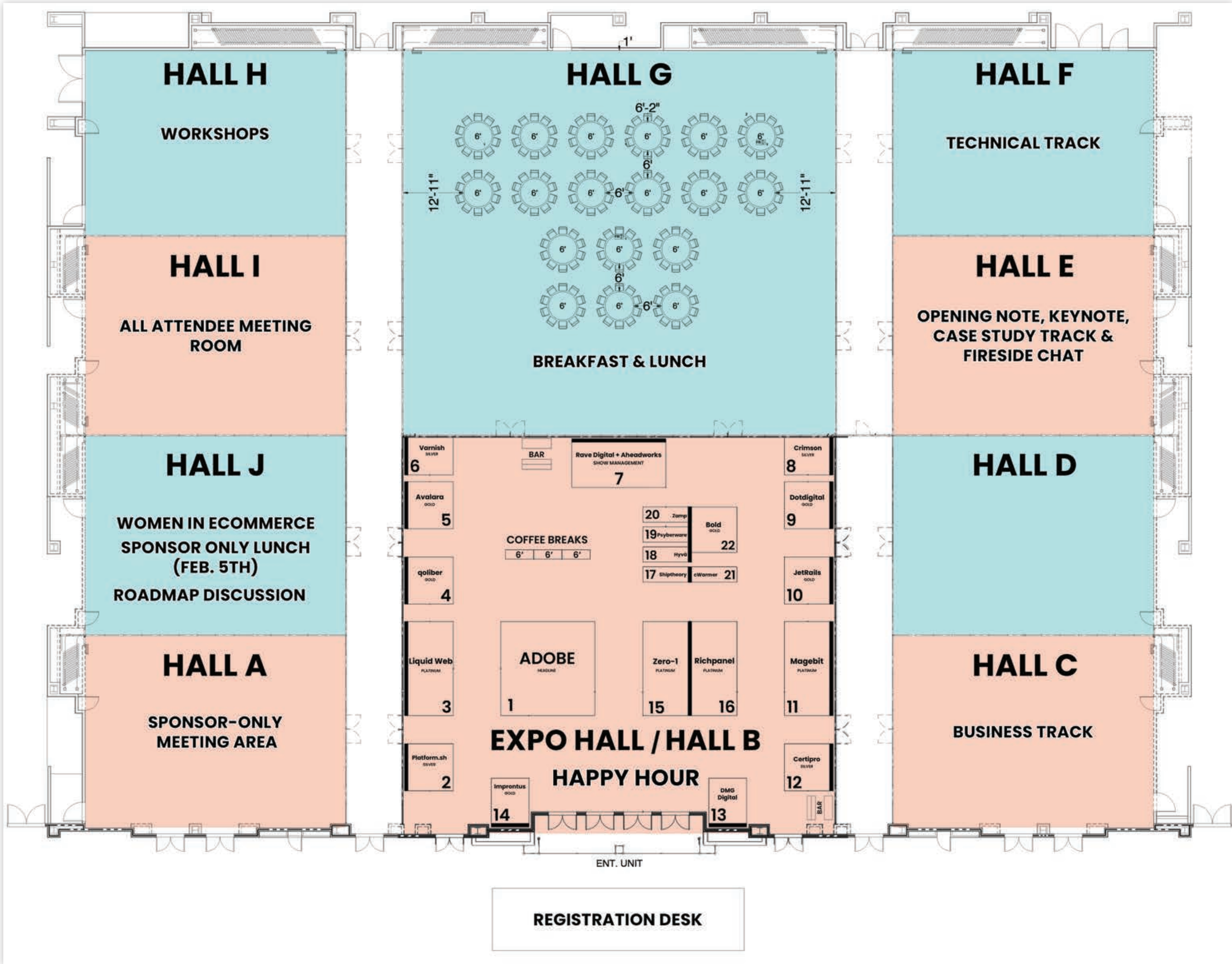


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Floor Plan



Property Map



MAP LEGEND

AMENITIES

- FedEx Office Business Center (A)
- Cashier Cage (E)
- Hard Rock Hotel Check-In (D)
- Hard Rock Hotel Valet (C)
- Hard Rock Live Box Office (F)
- Lucky Street Valet (T)
- Pool Cabana Access (B)
- The Guitar Hotel & Oasis Tower Check-In (H)
- The Guitar Hotel & Oasis Tower Valet (G)
- The Guitar Hotel Watersports (J)

GAMING

- High Limit Slots
- High Limit Tables
- Non-Smoking Slots
- Player's Club
- Poker Room
- Slots/Table Games

DINING

- ENTERTAINMENT**
- MEETINGS & EVENTS**
- PARKING**
- THE SHOPPES AT THE GUITAR HOTEL**

Main Number 866.502.7529
Customer Care 800.937.0010

Witness The Guitar Light Show nightly!
Visit GuitarLightShow.com for performance schedule.

Cashier & Credit	Escalators	Towel Hut
Dog Walking Areas	Fitness Station	Designated Smoking Areas
Elevators	Restrooms	Guest Entrances

06/2022

We are always looking for great talent! GoToWorkHappy.com for current opportunities.

DINING (Cont...)

THE BOL (7, L, D)

Offering delectable Vietnamese & Chinese cuisine

THE FOOD COURT (3, B, L, D)

Features Egg (all-day breakfast), Healthy (salads & vegan), Sirico's (pizza & Italian), Lucille's (hot dogs), Asian Palace & Shake N' Burger

THE SHOPPES AT THE GUITAR HOTEL

HARD ROCK STORE (A)

Look & feel like a rock star; open 24 hours

HUBLLOT (D)

NEW! The Art of Fusion - Luxury Swiss timepieces combining tradition and innovation

INMOTION (C)

Electronics retailer presenting the most cutting-edge gadgets

JOCALÉ (I)

Locally inspired, on-trend gifts & products

KRISTALS (B)

Gemstone-infused luxury skincare & cosmetics

LAVISH EYEWEAR (C)

Functional & fashionable eyewear featuring luxury brands

LUX (I)

Women's apparel & accessories for the fashionista in you!

MACEOO (I)

Luxury menswear

PSYCHO BUNNY (H)

Sophisticated men's & boy's apparel that stands apart from the crowd

SPLASH (D)

A specialty boutique with looks for poolside to a night out... Splash has it all!

WENTWORTH GALLERY (K)

Where rock & art meet

WESTON JEWELERS (I)

Serving South Florida for 20 years with fine jewelry & timepieces

ENTERTAINMENT

CENTER BAR (10)

Elevated bar serving drinks, live entertainment, video poker & TVs airing sports

CIPRESSO BAR (12)

Extensive wine list with focus on Italian varietals & creative cocktails

COUNCIL OAK BAR & LOUNGE (21)

Specialty libations & live entertainment

DAER DAYCLUB (26)

Boasting resort-style pools with private cabanas, DJ booth, daybeds & a bar

DAER NIGHTCLUB (25)

Hot spot with world-class DJs, state-of-the-art audiovisuals & bottle service

DAVIDOFF CIGAR LOUNGE (18)

Premium cigars & accessories with speakeasy bar

ENTICE ULTRA LOUNGE (16)

High energy dance club with three bars

HARD ROCK LIVE (8)

State-of-the-art theater-style entertainment venue with multiple bars & VIP seating

HARD ROCK SPORTS BAR (9)

NEW! All the sports action with live gaming and classic sports bar fare

KURO BAR & LOUNGE (5)

Handcrafted cocktails using fresh ingredients in modern recipes

L BAR (6)

Intimate lounge & cocktail bar offering handcrafted cocktails & live entertainment

OCULUS BAR (20)

Classic wine bar with a focus on craft beers, curated wines & signature cocktails

PLA SPORTS BAR (22)

Next-level sports bar featuring sports & game simulators & delicious food & drinks

ROOFTOP LIVE (24)

Vibrant rooftop bar featuring cocktails, live music & dramatic views overlooking the Guitar Hotel lagoon

rock spa

& SALON
Located on 3rd floor of The Guitar Hotel
RESERVATIONS 954.797.5888

PROPERTY DIRECTORY

DISCOVER YOUR RHYTHM.

HARDROCKHOLLY.COM

THE GUITAR HOTEL **Hard Rock HOTEL & CASINO**
HOLLYWOOD, FL

DINING

B BREAKFAST L LUNCH D DINNER

ABIKA (26) (D)

American wood-fired grill restaurant showcasing culinary techniques of solid fuel grilling inspired by South Florida's unique bold flavors

AUBI & RAMSA (17)

"Adult" ice cream made with top quality ingredients & infused with premium spirits (21+)

BAE KOREAN GRILL (13) (D)

An authentic Korean barbecue experience featuring Shinpo grill tables & chef-prepared dishes

BEACH CLUB BAR & GRILL (27) (L)

Poolside dining offering classic American favorites with a tropical twist

CIPRESSO (12) (D)

Italian-American fare with a menu of time-honored classics based on old world traditions

CONSTANT GRIND (19) (B, L, D)

Artisanal coffee shop with baked goods, sandwiches, salads, chocolates & gelato made in-house daily

COUNCIL OAK STEAKS & SEAFOOD (21) (D)

Classic-American steakhouse offering USDA prime cuts of beef, raw bar, delectable seafood & award-winning wines of 400+ labels

HARD ROCK CAFE (11) (L, D)

American diner-inspired cuisine wrapped in a unique musical experience

KURO (5) (D)

Award-winning, new-style Japanese restaurant using both locally sourced & imported ingredients

MARKY'S CAVIAR LOUNGE (14) (D)

Full-service restaurant & bar serving French cuisine, caviar service & modern American influences in a chic & intimate dining room

POOL BAR & GRILL (1) (L)

Poolside dining offering classic American favorites with a tropical twist

RISE KITCHEN & DELI (23) (B, L, D)

24-hour contemporary American diner/deli serving all-day breakfast, hearty salads, burgers & sandwiches & deli offerings