

Introduction to RMN Ascendant Boot Camps 2025

LAUNCH + FINESSE + SCALE

the commerce
media opportunity



RMN Americas Ascendant Boot Camp

9-10 Apr
NYC

10-11 Sep
Silicon Valley

RMN Europe Ascendant Boot Camp

21-22 May
London

12-13 Nov
London

Ascendant Community Mixers

26 Mar | Las Vegas

29 Sep | Las Vegas

15 Oct | New York

lead the future of Commerce Media at RMN Ascendant Boot Camps

RMN Ascendant Boot Camps (Americas + Europe) bring together preeminent industry leaders across endemic + non- endemic advertisers; agencies + consultants; retail + commerce media; tech + data providers to **foster more fruitful collaboration + lift the acumen of the rapidly growing commerce media sector** across Europe + the Americas.

These deep dives bring together preeminent industry leaders across a 4-sided community uniting brand advertisers <> agencies/consultancies <> RMNs/commerce media leaders <> tech + data + service providers to foster fruitful collaboration + lift the acumen of the rapidly growing commerce media sector. The north star? To lift the advertising industry overall.

The ambition?

► **be the common meeting ground + source of truth for commerce media**

Advertising is being transformed by commerce media. Retail media is a harbinger of the broader commerce anywhere media trend, this isn't just retailers, it's also transit, hospitality, entertainment, finance -- any company that has scaled logged-in users can become a publisher. The momentum behind retail media is so great that eMarketer has declared it the "third wave" of digital advertising.

\$220B

By 2027, commerce media ad sales are predicted to exceed \$220B globally.
- MAGNA Global Commerce Media Forecast

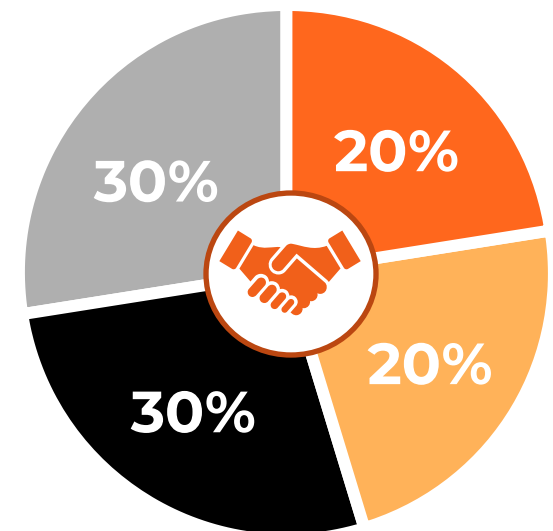
The twice-a-year events in the Americas **promote fruitful collaboration across the ecosystem + the trading of notes with peers + the opportunity to vet partners.**

Deliberately limited to 120-130 participants, they're focused on helping attendees across the commerce media maturity spectrum scale their businesses. Session formats range from **main-stage keynotes** to **small group discussions** to **highly targeted 1:1s**.

- ▶ **3 keynotes** tee up key trends, common challenges + the biggest opportunities [[Apr agenda](#) + [Oct agenda](#)]
- ▶ Choose from **15 small group, 40-minute sessions of 10-20 participants** that are thoughtfully curated around commerce media's most relevant topics
- ▶ **4 chances to arrange private 10-minute 1:1 connects (double opt-in)**
 - ▶ Get the meetings you need to move forward – meet with potential clients, explore partnerships + collaborations, compare notes, etc.
- ▶ **7 hours of open networking**
 - ▶ Take the opportunity to make new connections
- ▶ **Deliberately inclusive + diverse** – 2023 launch was 48% female | 62% female + diverse [[Apr '24 attendees](#) + [Oct '23 attendees](#)]
- ▶ hosted by **McKinsey & Company**

ATTENDEES

- brand advertisers
- agencies + consultants
- RMNs + commerce media networks
- tech, data + service providers



*based on 2023-2024 RMN Ascendant Boot Camps



Launched in 2024, Ascendant's **RMN Europe** events are focused on **commerce media best practices across markets**. Deliberately limited to 70-80 participants, they're dedicated to helping RMNs across the global maturity spectrum scale their businesses.

RMN Europe Ascendant Boot Camp | 12-13 Nov | London

in association with **SMG**

- ▶ **8+ hours of programming**
- ▶ **Keynotes + powerhouse sessions** tee up key trends, common challenges + the biggest opportunities
- ▶ **8 round tables** with 10+ participants are thoughtfully curated around commerce media's most relevant topics
- ▶ **6+ hours of open networking**
- ▶ **Make new connections**, meet with potential partners + peers, explore collabs ...



Building a Customer-First Ad Biz Within a Biz 17 Jun | Cannes in Partnership with Criteo,

featuring:

- **Luc Bondar**, COO & President, MileagePlus
- **Christine Foster**, VP, Product Strategy & Media Operations, 84.51°
- **Sherry Smith**, Executive Managing Director, Americas, Criteo
- **Susan MacDermid**, Founder + CEO, Ascendant Network

RMN International Kick-off | 17 Jun | Cannes

HoldCo Frenemies | 6/19 | Cannes

in Partnership with Yahoo!, featuring:

- **Amie Owen**, Global Chief Growth Officer, Commerce, KINESSO
- **Brian Monahan**, Head, Retail Media Solutions, Dentsu
- **Christa Klausner**, SVP Media: Commerce, Digitas
- **Mike Brunick**, SVP, Head of Commerce Media, Yahoo! Advertising



Maurits Priem, VP Monetization, Europe & Indonesia, AD Retail Media
Elton Ollerhead, Director, Asos Media Group
Kina Demirel, Managing Director, Mimedia
Catalina Salazar, Global Head, Retail Media, Wolt Ads
Alice Anson, Digital Media Director, Nectar360, Sainsbury
Paul Brooks, General Manager, Coles 360
Rachel Halter, Director, Membership & CRM, Co-op
Dean Harris, Head, Co-op Media Network, Co-op
Ollie Shayer, Omni-Media Director, Boots
Andy Gamble, Chief Information & Transformation Officer, Currys
Nick Ashley, Client Development Director, Tesco Media & Insight Platform
Stacy Gratz, Marketing & Sales Director, Tesco Media & Insight Platform
Suzu Hay, Sr Director Business Development, Airline Partnerships, Expedia Group
Paul Wright, International Head, Uber Advertising
Qaiser Bachani, Consumer Experience Lead, Global Brands & Europe, Mondelēz International
Roger Dunn, Global Lead, Retail Media & Performance Media, Diego
Josh Clarkson, Global Lead, Retail Media, Mars Wrigley
Fiona Davis, Global VP, Growth, CvE
Arjen Heida, Founder, FROST Agency
Yara El Saadani, EMEA Commerce Strategy Director, GroupM Nexus

Amie Owen, Global Chief Growth Officer, Commerce, KINNESSO
Katrina Smart, VP, Digital Commerce, Europe, Mars United Commerce
Henry Leon, Managing Director & Partner, BCG
Keith Bryan, Founder & CEO, Colosseum Strategy
Yara Daher, Partner & Co-Founder, Colosseum Strategy; IAB Europe Retail Media Advisor
Craig Macdonald, Partner, Media & Advertising, McKinsey & Company
Colin Lewis, Founder & CEO, Retail Media Works
Jill Orr, Managing Director, Enterprise EMEA, Criteo
Paul Dahill, Managing Director, Sales EMEA, Koddi
Kevin Dunn, VP, Industry Sales, Retail & CPG, LiveRamp
Hugh Stevens, UK MD, LiveRamp
Octavie Gosselin, VP, Mirakl Ads, Mirakl
Andreas Preuer, Sr. Director, Moloco Commerce Media
Evan Bowen, Chief Business Officer, Placements.io
Babs Kehinde, Sr. Director, Commerce Media EMEA, PubMatic
Sam Knights, CEO, SMG
Mike Novosel, VP, Strategic Partnerships & Alliances, StackAdapt
Christine Lu, EMEA Lead, Symbiosys
Sean Cheyney, Head, Retail Media, Vistar Media
Nick Morgan, Founder & CEO, Voodoo
Jeffrey Bustos, VP, Measurement Addressability Data, IAB
Marie-Claire Puffett, Industry Development

*Updated: Nov 2024

MEET THE US COUNCIL

RMN ASCENDANT BOOT CAMP

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FOUNDING COUNCIL + CO-CHAIRS



Parbinder Dhariwal

VP & GM, CVS Media Exchange
(CMX)
CVS



Melanie Zimmermann

GM, Global Retail Media
Practice
Criteo



Claire Wyatt

VP, Business Strategy
& Marketing Science
Albertsons Media Collective
Albertsons



Luke Kigel

VP, Advanced Marketing
Capabilities
Kimberly-Clark



Tiffany Tan Kohler

Sr. Director, eCommerce
Growth Accelerator
Clorox



Amie Owen

Global Chief Commerce Officer
UM Worldwide



Dave Peterson

GM, Global Head,
Retail Media
Epsilon Retail Media

FOUNDING RMN ASCENDANT BOOT CAMP



Ben Tienor

Director, Gulp Media Network
+ Brainfreeze Collective
7-Eleven



Dustin Geddis

Sr. Director, Retail Marketing
(DTC & Wholesale)
adidas



Bobby Watts

SVP, Executive Lead
AD Retail Media
Peapod Digital Labs



Ray Balberman

Director, Strategy
Advance powered by Loblaw



Harvey Ma

VP, Albertsons Media Collective
Albertsons



Al Kallel

GTM Executive Strategist
Amazon



Lauren Wiener

Managing Director & Partner
BCG



Anna Kruse

VP, Best Buy Ads
& Media Strategy
Best Buy



Neil Murphy

CRO
Bridg



Justin Coaldrake

Director, Retail Media
Casey's



Surabhi Pokhriyal

Chief Digital Growth Officer
Church & Dwight



Keith Bryan

CEO
Colosseum Strategy



Mark Williamson

AVP, Retail Media
Costco Wholesale



Sherry Smith

Executive Managing Director,
Americas
Criteo

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Michael Greene

SVP of Retail Media Strategy
Criteo



Brian Monahan

Head, Dentsu Retail Solutions



Ben Weisel

Director, Media Strategy & Sales
DICK'S Media



Chelsea Monaco

SVP, Commerce Media
Digitas



David Glaza

CEO & Founder
DIGITS



Austin Leonard

SVP, Business Development
Epsilon Retail Media



Mark Mannino

CMO
Flywheel



Sandy Welsch

VP, Omnichannel Platforms
Flywheel



Sucharita Kodali

VP, Principal Analyst
Forrester



Damian Scott

EVP, Retail Media
& Front-End Digital
Giant Eagle



Jay Friedman

CEO
Goodway Group



JR Crosby

AdTech & Data Partnerships
Gopuff



Lauren Lavin

Executive Director, N.A.
Commerce Practice Lead
GroupM



Amy Reibrich

Shopper Engagement
Lead, US
Haleon



Clinton Ellis

VP, Data & Partnerships
Hy-Vee



Jeffrey Bustos

VP, Measurement
Addressability Data
iab



Leah Logan

GM, Retail Media Business
Inmar Intelligence



Matt Fantazier

Head, Integrated Media
Kenvue



Kacie McKee

Head, Omni Performance
& Ecomm Acceleration,
Connected Commerce
Kenvue



Harsh Jiadani

Chief Commercial Officer
Koddi



Andy Mann

VP, Kohl's Media Network
Kohl's

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Christine Foster
VP, Media Operations
KPM



Adam Berkowitz
Chief of Staff
LiveIntent



Mike Finnegan
VP, Product
Live Nation



Kevin Dunn
VP, Industry Sales, Retail & CPG
LiveRamp



Shane Dywer
Head, Sales, Lyft Media
& Lyft Business
Lyft



Munif Jaafar
Head, Sales & Analytics
Macy's Media Network



Michael Krans
VP
Macy's Media Network



Elizabeth Donovan
Head, Global Ad Revenue
Marriott Media Network
Marriott



Deepak Jose
Global Head, ODDA Analytics
Solutions & Sr. Director
Mars



Andrew Lipsman
Founder
Media, Ads, Commerce



Jeff Leitch
Director, Performance
Marketing
Meijer



Jeff Malmad
Global Head, Commerce
Mindshare



Nikhil Raj
Chief Business Officer,
Retail Media
Moloco



Steve McGowan
Head, Shopper Activation
& Strategic Partnerships
Mondelez



Alicia Reich
VP, Digital Marketing
Movado



Michal Geller
President, eCommerce
& Digital
Newell



Aaron Dunford
Sr. Director & GM,
Nordstrom Media Network
Nordstrom



George Manas
CEO
OMD Worldwide



Ian Simpson
SVP, Innovations & Strategy
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Cely Moreno-Mosier
Sr. Director, Omnichannel
Marketing & Retail Media
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PepsiCo



Susan Noonan
Sr. Director, Integrated Media
PetSmart

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Evan Bowen
CRO
Placements.io



Jill Cruz
EVP, Commerce Strategy
Publicis Groupe



Colin Lewis
Founder
Retail Media Works



Doug Rozen
CMO
Rokt



Lauren Griewski
SVP, Business Development
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Rokt



Ryan Burns
Head, Strategy
Sam's Club MAP



Andrew Chan
Head, Partnerships
Sam's Club MAP



Marco Steinsieck
Head, Retail Media
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David Young
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Group Director, Connected
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Sr. Director, Retail Media N.A.
The Trade Desk



Ethan Goodman
EVP, Commerce Media
The Mars Agency



Ellen Jepsen Mulryan
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Aaron Fetters
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Sam Knights
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Mark Grether
VP & GM,
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Alyson Soderberg
Head, Sales & Account Management
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Ranjana Choudhry
VP, Advertising & Social Media
Wakefern Food Corp



Abi Subramanian
GVP & GM, Walgreens Advertising
Group
Walgreens



Jonathan Lustig
Head, Revenue
Walgreens Advertising Group



Briana Finelli
Head, Commerce, US
Wavemaker Global



Mark Donahue
VP, Head, Retail Media Services
Western Union



80 retail + commerce media networks



83 advertisers + agencies + industry players



navigating the commerce media opportunity

- ▶ be part of the convos that **define the future of commerce media**
- ▶ **initiate + deepen relationships** with leading advertisers + agencies <> progressive retailers/commerce media <> tech platforms <> tech + data + providers
- ▶ **grow full funnel media dollars** by educating endemic + non-endemic advertisers + holdco + independent agencies
- ▶ **get access to key decision-makers + hear what they want** from RMNs
- ▶ tap **best practices + get case studies** across the maturity spectrum
- ▶ reduce confusion + increase transparency + **support the open internet**
- ▶ **use data for good**
- ▶ **lift your acumen + that of your team + that of the industry**

"The networking and the RMN Ascendant Boot Camp dinner were incredibly valuable. Key differentiator was the small group of focused senior attendees all leveling up together."

– **Jack O’Hurley**, GM, Platform Solutions, Retail Media, The Trade Desk



"Loved the RMN Ascendant Boot Camp! Great content. Great contacts. And, lots of vital time together with very important strategic partners."

– **Sabina Klein**, Managing Sales Director, Retail & CPG, LiveRamp

hear what partners have to say: https://bit.ly/Ascendant_Partners_AN_OC

"Discussing roadmaps with key leaders from RMNs of different stages, sizes and maturity was uniquely insightful. It was a great forum to get a holistic view of the expansion of this industry."

– **Mark Grether**, VP & GM, PayPal Advertising

"I so enjoyed attending the RMN Ascendant Boot Camp. It was one of the most productive conferences I've ever attended. Was wonderful being in the room with fellow thought leaders – the networking and discussion were truly fantastic."

– **Claire Wyatt**, VP, Business Strategy & Marketing Science, Albertsons Media Collective

"The RMN Ascendant Boot Camp was such a great example of industry collaboration that I did something I've never done before – I took every meeting their sponsors asked for. Happy to report the weeks after the event, when I met their sponsors, were even more productive than the time at the event."

– **Mark Williamson**, AVP, Retail Media, Costco

"The Ascendant boot camp was a fantastic opportunity to get a critical mass of true practitioners from all parts of the ecosystem to discuss the issues that no single RMN can tackle independently, especially around standardization of measurement, which today is both a key differentiator of the channel, but also a pain point for brands navigating across networks."

– **Lauren Wiener**, Managing Director & Partner, BCG

"What separates The RMN Ascendant Boot Camp is the quality of attendees, level of participation and timely topics discussed in a variety of ways - it was time well spent."

– **Andy Mann**, VP, Kohl's Media Network



"A++. Excellent across every front. The RMN Ascendant Boot Camp was incredible and the meeting of the most brilliant minds across Retail Media."

– **Deepak Jose**, Global Head, ODDA Analytics Solutions & Sr. Director, Mars, Inc.

"The RMN Ascendant Boot Camp was the best industry forum I ever attended. It was such a unique experience having retailers, brands, and agencies all in one room sharing their insights and perspectives. The forum allowed for a much deeper dialog than I usually experience at conferences. I left feeling very inspired and connected."

– **Mel Zimmermann**, GM, Global Retail Media, Criteo

"I especially appreciate the dialogue on creating a more diverse environment and attendee list. Thanks for creating such a delightful event—it was truly one of the most engaging conferences I've been to where I left feeling more energized and smarter for it."

– **Briana Finelli**, Head, Commerce, US, Wavemaker Global



"I have nothing but AMAZING things to say about the event. It's the best event I've been to with the right stakeholders and the highest level of discussion in retail media. We are very grateful and appreciative of the opportunity to work with Ascendant Network."

– **Harsh Jiandani**, CCO, Koddi



"At Ascendant Boot Camp everyone you wanted to meet (and needed to meet) were all there in one room. It was an amazing turn out! And I do mean that. You all did a fantastic job."

– **Janine Flaccavento**, EVP, Retail, CPG, & QSR Vertical, Merkle



AMAZING PARTNERS

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