



# RMN EUROPE

## ASCENDANT BOOT CAMP

### 2025 Strategic Partner Opportunities



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SAVE THE DATES

#### RMN AMERICAS (RMNa) ASCENDANT BOOT CAMP

Apr 9-10 NY  
Sep 10-11 SV

#### RMN EUROPE (RMNe) ASCENDANT BOOT CAMP

May 21-22 London  
Jun 16-19 Cannes  
Nov 12-13 London

#### ASCENDANT COMMUNITY MIXERS

Feb 26 San Francisco  
Mar 26 Las Vegas  
Sep 29 Las Vegas  
Oct 15 New York

in association with The logo for SMG, consisting of the letters 'SMG' in a bold, black, sans-serif font.

## 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 enable Ascendant's members + other industry players to strengthen their understanding of the value propositions of over 60 RMNs across the globe, promoting insights across markets to drive innovation + growth.

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*

# MEET THE EU COUNCIL

# RMNe ASCENDANT BOOT CAMP

May 21-22 • London | Jun 16-19 • Cannes | Nov 12-13 • London



**Catalina Salazar**  
Global Head, Retail Media,  
Wolt Ads



**Kina Demirel**  
Managing Director,  
Mimeda



**Maurits Priem**  
VP Monetization,  
Europe & Indonesia,  
AD Retail Media



**Daniel Fazelzad**  
VP, Digital Advertising,  
Deutsche Telekom



**Paul Brooks**  
General Manager,  
Coles 360



**Paul Wright**  
International Head,  
Uber Advertising



**Amir Rasekh**  
Managing Director,  
Nectar360, Sainsbury



**Alice Anson**  
Digital Media Director,  
Nectar360, Sainsbury



**Rachel Halter**  
Director, Membership & CRM,  
Co-op



**Dean Harris**  
Head, Co-op Media Network,  
Co-op



**Ollie Shayer**  
Omni-Media Director,  
Boots



**Paul Stafford**  
Head, Retail Media,  
Superdrug



**Andy Gamble**  
Chief Information &  
Transformation Officer,  
Currys



**Nick Ashley**  
Client Development Director,  
Tesco Media & Insight  
Platform



**Stacy Gatz**  
Marketing & Sales Director,  
Tesco Media & Insight  
Platform



**Elton Ollerhead**  
Director,  
Asos Media Group



**Suzy Hay**  
Sr Director Business  
Development, Airline  
Partnerships,  
Expedia Group



**Qaiser Bachani**  
Consumer Experience Lead,  
Global Brands & Europe,  
Mondelēz International



# MEET THE EU COUNCIL

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**Roger Dunn**

Global Lead, Retail Media & Performance Media, Diageo



**Shane O'Rourke**

Head of Performance Marketing, Diageo



**Josh Clarkson**

Global Lead, Retail Media, Mars Wrigley



**Craig Macdonald**

Partner, Media & Advertising, McKinsey & Company



**Henry Leon**

Managing Director & Partner, BCG



**Steve Ricketts**

Chief Commerce Officer, Publicis Groupe



**Yara El Saadani**

EMEA Commerce Strategy Director, GroupM Nexus



**Amie Owen**

Global Chief Growth Officer, Commerce, KINNESSO



**Sam Knights**

CEO, SMG



**Katrina Smart**

VP, Digital Commerce, Europe, Mars United Commerce



**Fiona Davis**

Global VP, Growth, CxE



**Keith Bryan**

Founder & CEO, Colosseum Strategy



**Yara Daher**

Partner & Co-Founder, Colosseum Strategy; IAB Europe Retail Media Advisor



**Colin Lewis**

Founder & CEO, Retail Media Works



**Arjen Heida**

Founder, FROST Agency



**Hugh Stevens**

UK MD, LiveRamp



**Kevin Dunn**

VP, Industry Sales, Retail & CPG, LiveRamp



**Jill Orr**

Managing Director, Enterprise EMEA, Criteo



**Paul Dahill**  
Managing Director,  
Sales EMEA,  
Koddi



**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



**Mike Novosel**  
VP, Strategic  
Partnerships & Alliances,  
StackAdapt



**Christine Lu**  
EMEA Lead,  
Symbiosys



**Sean Cheyney**  
Head, Retail Media,  
Vistar Media



**Nick Morgan**  
Founder & CEO,  
Vudoo



**Jeffrey Bustos**  
VP, Measurement  
Addressability Data,  
IAB



**Marie-Claire Puffett**  
Industry Development &  
Insights Director,  
IAB Europe

Launched in 2024, Ascendant’s RMN Europe events are focused on **commerce media best practices across markets**. Deliberately limited to 90-100 participants, they’re dedicated to helping RMNs across the global maturity spectrum scale their businesses.

**Spring + Fall RMN Europe (RMNe)  
Ascendant Boot Camp | 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 ...



**2 European Tent-Poles | London**

May 21-22 RMNe Ascendant Boot Camp Spring  
Nov 12-13 RMNe Ascendant Boot Camp Fall

- ▶ **Join preeminent industry leaders** across advertisers <> agency buyers + consultants <> RMNs <> tech + data providers from the UK, EU, and the Americas
- ▶ 1.5 days of content + networking
- ▶ *content*: Keynotes + European GM Think Tank + Sponsored Sessions + Round Tables
- ▶ *networking*: 2 Lunches + Reception + VIP Dinner + Breakfast + Council meeting
- ▶ “Ascendant’s friENDA” creates uniquely frank, candid atmosphere

**3 Cannes Activations | Jun 16-19 Cannes**

- ▶ “Global RMN GM Think Tank” + RMN VIP Lunch
- ▶ “Global Brand Think Tank” + RMN VIP Cocktail Reception
- ▶ “Holdco Frenemies” + Cocktail Reception





## 80 retail + commerce media networks



## 81 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 while growing in-store ad revenues
- ▶ tap **best practices** + **get case studies** across the maturity spectrum + markets
- ▶ **get access to key decision-makers** + **hear what they want** from RMNs
- ▶ increase transparency + **deepen partnerships**
- ▶ **support** standardization in the Americas + internationally
- ▶ **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](https://bit.ly/Ascendant_Partners_AN_OC)



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

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



*"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



*"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 was truly fantastic."*

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



*"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

*"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

*"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

*"A lot of times there's a great guest list and an ok turn out, in this case everyone you wanted to meet (and needed to meet) was 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

*"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



# AMAZING PARTNERS

## RMNe ASCENDANT BOOT CAMP

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Amperity &

boostr

Bridg

Circana.

CRITEO

dentsu

Epsilon  
Retail Media

Grocery TV

HOWL

INCREMENTAL  
THE SCIENCE OF MORE

INMAR  
intelligence

Jivox

Koddi

LiveIntent

/LiveRamp

McKinsey  
& Company

MIRAKL

MOLOCO

NBCUniversal

Pinterest

Placements.io

Placer.ai

PubMatic

Qsic

ROKT

SensorTower

skai

smg

StackAdapt

theTradeDesk

Thre=fold

tu TransUnion.

yahoo!

vistar  
media

symbiosys

vudoo®

\*Updated: Nov 2024



# SPRING PARTNERSHIPS AT-A-GLANCE

## RMNe ASCENDANT BOOT CAMP

May 21-22 • London

		3 LEFT	3 LEFT		
	EXCLUSIVE TITLE	CLIENT SUCCESS STORY	BREAKOUT	ROUNDTABLE	BRANDING
INVESTMENT	\$70,000	\$40,000	\$30,000	\$20,000	\$15,000
EVENT PASS*	3	2	2	1	1
RMNe ASCENDANT COUNCIL MEMBERSHIP**	2	1	1	1	1
CLIENT INVITES	10	5	3	--	--
MAIN-STAGE DISCUSSION	SOLD OUT	◆	--	--	--
THOUGHT LEADERSHIP		◆	◆	◆	--
EXCLUSIVE TITLE RECOGNITION		--	--	--	--
CLIENT SUCCESS STORY		◆	--	--	--
BREAKOUT		--	--	◆	--
ROUNDTABLE CO-HOST		--	--	--	◆
EXCLUSIVE BRANDING***		--	--	--	--
ON-SITE BRANDING	◆	◆	◆	◆	◆
POST-EVENT ATTENDEE LIST‡	◆	◆	◆	◆	◆

\* Sponsor must be registered 30 days prior to event start (including speakers where applicable)

\*\* H1, or H2 RMNe Ascendant Council Membership (dependent on specific partnership)

\*\*\* Choice of one (1) branding opportunity

‡ Title + company only

Event dates subject to change. Assets, such as logos, presentations, speaker headshots + bios must be submitted 30 days prior to event start. If assets are not submitted by due date, Ascendant will source accordingly or omit.



# FALL PARTNERSHIPS AT-A-GLANCE

## RMNe ASCENDANT BOOT CAMP

Nov 12-13 • London

		3 LEFT	2 LEFT			
	EXCLUSIVE TITLE	CLIENT SUCCESS STORY	BREAKOUT	ROUNDTABLE	BRANDING	
INVESTMENT	\$70,000	\$40,000	\$30,000	\$20,000	\$15,000	
EVENT PASS*	3	2	2	1	1	
RMNe ASCENDANT COUNCIL MEMBERSHIP**	2	1	1	1	1	
CLIENT INVITES	10	5	3	--	--	
MAIN-STAGE DISCUSSION	SOLD OUT	◆	--	--	--	
THOUGHT LEADERSHIP		◆	◆	◆	--	
EXCLUSIVE TITLE RECOGNITION		--	--	--	--	
CLIENT SUCCESS STORY		◆	--	--	--	
BREAKOUT		--	--	◆	--	
ROUNDTABLE CO-HOST		--	--	--	◆	
EXCLUSIVE BRANDING***		--	--	--	--	◆
ON-SITE BRANDING		◆	◆	◆	◆	◆
POST-EVENT ATTENDEE LIST‡		◆	◆	◆	◆	◆

\* Sponsor must be registered 30 days prior to event start (including speakers where applicable)

\*\* H1, or H2 RMNe Ascendant Council Membership (dependent on specific partnership)

\*\*\* Choice of one (1) branding opportunity

‡ Title + company only

Event dates subject to change. Assets, such as logos, presentations, speaker headshots + bios must be submitted 30 days prior to event start. If assets are not submitted by due date, Ascendant will source accordingly or omit.



## EXCLUSIVE TITLE SPONSORSHIP

secure high-profile presence with this marquee partnership

\$70,000

### inclusions:

- ▶ be featured as the Title sponsor on promotional materials + website
- ▶ influence the industry by becoming a convening partner w/ a 30-min main-stage fireside chat
- ▶ **3 passes** for sponsoring company's senior execs (including speakers where applicable)
- ▶ **7+ hours of programming** tee up key trends + cross market best practices: on-site, in-store and off-site
- ▶ **8+ hours of networking** provides ample time for the trading of notes with peers + the vetting of partners



**Alyson Soderberg**, Sr. Director, Sales & Account Management, UB Media, Ulta Beauty; **Mark Williamson**, AVP, Retail Media, Costco; **Abi Subramanian**, GVP, Customer Marketing, Loyalty & WAG, Walgreens; **Bobby Watts**, SVP, Executive Lead, AD Retail Media, Peapod Digital Labs

- ▶ **10 passes** for qualified invitees, vetted by Ascendant + if received 90 days prior to event date
- ▶ high-visibility ownership of event with main-stage session + branded lanyards + VIP Dinner Host + bespoke head table
- ▶ **2 RMNe Ascendant Council membership\***
- ▶ final **attendee list** post-event (co. + title only)

*\* H1 or H2 RMNe Ascendant Council Membership (dependent on specific partnership).*

*"If you want to be in the room where practitioners tackle the most intractable challenges in our industry, Ascendant is the right place."*

– **Quentin George**, Partner, McKinsey & Company



## CLIENT SUCCESS STORY SPONSORSHIP

put your impressive results in front of an engaged audience

\$40,000

### inclusions:

- ▶ co-present your success story on mainstage in a 20-min panel or fireside + 10-min Q&A
- ▶ **2 passes** for sponsoring company's senior execs (including speakers where applicable)
- ▶ **7+ hours of programming** tee up key trends + cross market best practices: on-site, in-store and off-site
- ▶ **8+ hours of networking** provides ample time for the trading of notes with peers + the vetting of partners



**Andrew Lipsman**, Founder, Media, Ads, Commerce; **Rachel Halter**, Director, Membership and CRM, Co-op; **Ray Balberman**, Director, Client Strategy, Advance, Powered by Loblaw; **Sam Knights**, CEO, Threefold

- ▶ **5 passes** for qualified invitees, vetted by Ascendant + if received 90 days prior to event date
- ▶ **1 RMNe Ascendant Council membership\***
- ▶ final **attendee list** post-event (co. + title only)

*\* H1 or H2 RMNe Ascendant Council Membership (dependent on specific partnership).*

*"What an incredible community you've built. I was especially impressed with your ability to bring in two dozen RMN GMs to this spring's Ascendant event, including a few new and very important voices like Cara Pratt, Mark Williamson, Toby Espinosa, Marco Steinsieck, etc."*

– **Andrew Lipsman**, Founder, Media, Ads + Commerce

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## BREAKOUT SPONSORSHIP

together with a leading advertiser(s), put your impressive results in front of an audience hungry for insights

\$25,000

### inclusions:

- ▶ 30-minute breakout
  - ▶ 20-minute fireside chat with advertiser(s) + 10-min Q&A (30-min total)
  - ▶ own the breakout topic exclusively
- ▶ **2 passes** for sponsoring company's senior execs (including speakers where applicable)
- ▶ **7+ hours of programming** tee up key trends + cross market best practices: on-site, in-store, and off-site
- ▶ **8+ hours of networking** provides ample time for the trading of notes with peers + the vetting of partners



**Rob Master**, Sr. Advisor, McKinsey & Company; **Tamara Alesi**, CEO, Mediaplus; **Sabina Klein**, Managing Sales Director, Retail & CPG, LiveRamp

- ▶ **3 passes** for qualified invitees, vetted by Ascendant + if received 90 days prior to event date
- ▶ **1 RMNe Ascendant Council membership\***
- ▶ final **attendee list** post-event (co. + title only)

*\* H1 or H2 RMNe Ascendant Council Membership (dependent on specific partnership).*

*"I look forward to deepening the relationships that I've created over the course of the RMN Ascendant Boot Camp, and just thanks to the whole Ascendant team for continually curating this really special community. It's awesome."*

– **Cara Pratt**, SVP, Kroger Precision Marketing, 84.51°



## ROUNDTABLE SPONSORSHIP

gain unprecedented insight into how to scale + differentiate commerce media by co-leading highly topical discussions directly with those eager to learn + share

\$20,000

### inclusions:

- ▶ **co-lead an exclusive 30-minute roundtable**
  - ▶ together with brands, agencies or experts\*, facilitate a 30-min discussion with 10-20 people
  - ▶ own the roundtable topic exclusively\*\*
- ▶ **1 pass** for sponsoring company's senior execs (including speakers where applicable)
- ▶ **7+ hours of programming** tee up key trends + cross market best practices: on-site, in-store, and off-site
- ▶ **8+ hours of networking** provides ample time for the trading of notes with peers + the vetting of partners



**Cara Pratt**, SVP, Kroger Precision Marketing, 84.51°

- ▶ **1 RMNe Ascendant Council membership\*\*\***
- ▶ final **attendee list** post-event (co. + title only)

\* To reduce competitive conflict, seating is assigned.

\*\* Brands, agencies or experts to be vetted by Ascendant.

\*\*\* H1 or H2 RMNe Ascendant Council Membership (dependent on specific partnership).

*"Thank you for hosting a great RMN Ascendant. It was great to connect with like-minded, innovative, and solution-oriented peers. I loved the networking opportunities and roundtable content."*

– **Elizabeth Donovan**, Head, Global Ad Revenue, Marriott Media Network



# RMNe ASCENDANT BOOT CAMP

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## BRANDING SPONSORSHIP

showcase your brand + forge long-lasting partnerships

\$15,000

### inclusions:

- ▶ **1 branding opportunity** (breakfast, lunch, reception or networking break)
- ▶ **1 pass** for sponsoring company's senior execs (including speakers where applicable)
- ▶ **7+ hours of programming** tee up key trends + cross market best practices: on-site, in-store, and off-site
- ▶ **8+ hours of networking** provides ample time for the trading of notes with peers + the vetting of partners
- ▶ **1 RMNe Ascendant Council membership\***
- ▶ final **attendee list** post-event (co. + title only)

\* H1 or H2 RMNe Ascendant Council Membership (dependent on specific partnership).



**Tiffany Tan**, Sr. Director, eCommerce Growth Accelerator, The Clorox Company; **Parbinder Dhariwal**, VP & GM, CVS Media Exchange (CMX), CVS; **Janine Flaccavento**, EVP, Retail, CPG, & QSR Vertical, Merkle; **Claire Wyatt**, VP, Business Strategy & Marketing Science, Albertson's Media Collective; **Eboni Ryan**, VP, Marketing, Digitalzone; **Kylissa Ward**, Sr. Director, Retail Media, Shipt; **Marti Funk**, Partner + CMO, Ascendant Network

*"The inaugural RMN Boot Camp was a great opportunity to immerse myself in the world of retail media alongside other brands and partners who are navigating this dynamic space. Discussions were enlightening and helped to foster connections among all of us eager to explore + exchange ideas in this evolving area of commerce."*

– **Tiffany Tan**, Sr. Director, eCommerce Growth Accelerator, The Clorox Company





contact:

**Oscar Gardner**

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