



INNOVATION DAY

BOOSTING ONLINE SALES

Tuesday 21st May - Vittoria Park, Via Liguria 1, Brembate (Bg) Italy



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PROGRAM

- 08:30** Registration & Welcome
- 09:00** Setting the stage: Our challenges in online sales
Stijn Vriends (Vittoria), Johannes Plettenberg (Lovehoney), Heiko Schaefer (Mammut), Riccardo Losio (Selle Royal)
- 09:45** Creativity for performance on mobile, Patricia Consonni
- 10:45** Coffee Break
- 11:00** A brand's 2024 toolbox to cruise relaxed within D2C and retail-conscious e-commerce, Guido Meak
- 12:00** How do we decide? Applying behavioral science to enhance (online) sales, Matteo Motterlini
- 13:00** Lunch Buffet
- 14:00** AI at work is here. Now comes the hard part, Giacomo Frizzarin
- 15:00** How to boost sales with an addressable omnichannel campaign, Luca Nicolai
- 16:00** Wrapping up: How can we tackle our challenges? All, group work
- 17:00** Bike Experience
- 18:00** Aperitif

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SPEAKER

Patricia Consonni, Business Partner, Meta



Always passionate about technology and marketing, Patricia Consonni has developed a long professional experience at McCann Worldgroup, where she served as Chief Operating Officer for MRM Milano, a role to which she would later add the leadership of the GM Commonwealth digital team in EMEA. She joined the Meta Italia team as Head of Vertical in 2014 and then enthusiastically took on the leadership of the relationship with creative agencies in Italy. Her role is to help brands create effective marketing in the mobile age, subsequently receiving numerous industry awards. She is a guest marketing lecturer at Bocconi University (SDA), the Polytechnic of Turin, and Bicocca University. However, her most challenging job remains that of being a mother of 3 boys in the era of connectivity and gaming.

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SPEAKER

Guido Meak, Prof. Digital Marketing, Politecnico of Turin



Guido obtained a Master's degree in Economics from the London School of Economics and was a Visiting Scholar at Stanford University in 1999. He lived in Silicon Valley for four years and closed financing rounds with investors based in Italy, Switzerland, and the United States. As a recognized pioneer in his field, he introduced concepts to the European market that are now technological standards, including the idea of end-to-end e-commerce outsourcing for brands. Guido is a serial entrepreneur as the founder of four technology companies based in Italy, Ireland, and the USA. The most recent one, Nembol, has developed a multichannel e-commerce management software used by 15,000 online sellers in over 60 countries. Returning to Italy in 2018, he now teaches Digital Entrepreneurship with the Faculty of Management and Economics of the University of Turin, and Digital Marketing at the Polytechnic of Turin. Guido is also an Entrepreneur in Residence at i3p, the incubator of innovative companies at the Polytechnic of Turin, and a senior advisor to several corporations. Guido has been a free-style skiing national-team athlete, is a certified ski teacher, a mountaineer, and an eager mountain bike rider who engages in both short and medium off-road raids.

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SPEAKER

Matteo Motterlini, Prof. Applied Behavioral Science
University of San Raffaele Milan



Matteo Motterlini is a Full Professor of Philosophy of Science and Professor of Behavioral Change at Università Vita-Salute San Raffaele in Milan. With an academic background in philosophy, economics, and cognitive sciences from institutions like the London School of Economics and Carnegie Mellon University, he blends these disciplines in his teachings and research. His work focuses on human irrationality and the mechanisms of decision-making. As a former Advisor for Social and Behavioral Sciences to the Italian Presidency of the Council of Ministers, Motterlini has extensive experience applying his research to practical and policy contexts. He is also the director of the Center for Research in Experimental and Applied Epistemology, dedicated to improving decision-making processes. Matteo is renowned as the international bestselling author of "Emotional Economics" and "Mental Traps." He actively engages with a wider audience through keynote speeches, corporate training programs, and strategic advice for CEOs and corporate boards, aiming to help individuals and organizations avoid mental traps and make better choices.

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SPEAKER

Giacomo Frizzarin, Small, Medium & Corporate Lead, Microsoft



Giacomo Frizzarin is the Director of the Small, Medium and Corporate Division of Microsoft Italy. Having joined Microsoft in 2015, Giacomo led the sales team in the Retail and Telecommunications markets in the Enterprise Partner Group Division where he implemented important innovation projects in Cloud, AI and Mixed Reality areas. Before joining Microsoft, he held roles of increasing responsibility, both in Italy and internationally, in leading companies in the ICT sector, such as HP, Cisco, Autodesk and Nokia. Giacomo holds a degree in Engineering from the University of Padua and an Executive MBA from Bocconi University. He is a certified coach in the S.F.E.R.A method. Always passionate about sports, for a few years he has been involved in long-distance endurance competitions.

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SPEAKER

Luca Nicolai, CEO, Kinesso



Luca graduated in Telecommunications Engineering with a mathematical focus at the Polytechnic University of Milan, starting his working career in 2008 as a cryptography specialist at STMicroelectronics in Agrate Brianza. He then worked for two years as a project manager in the Oil & Gas sector, on the construction project for the largest gas refining plant in the world: Habshan 5. Since 2011 he has been working in digital marketing, with a focus on performance activities. In 2013 he joined IPG and went on to become, in 2015, Manager of Cadreon - a specialized unit dedicated to programmatic media buying activities - which later became Matterkind, then merging into KINESSO in 2023. Since 2020, Luca has held the role of CEO Southern Europe of KINESSO, the IPG tech company which houses the network's specialized MAdTech, eCommerce and experience unit. Area of expertise: AdTech, MarTech, eCommerce, automation, algorithms and modelling. Personal interests: Hiking, MTB, drone aerial photography, history of Mathematics.

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PARTECIPANTS

Telemos

Jacob Polny, CEO & CIO
Bertrand Fontaine, VP Investments
Johanna Schmücker, Investment Associate
Livio Geiger, Investment Associate
Catherine Li, Investment Associate

WISE

Paolo Gambarini, CEO
Bruno Barago, Principal
Davide Arrigoni, Principal

Lovehoney

Johannes Graf von Plettenberg, CEO
Thuve von Bremen, CCO
Tobias Rubbenstroth, VP E-commerce

Mammut

Greg Nieuwenhuys, Chairman
Heiko Schaefer, CEO
Anne Ernevi, Global Head of E-commerce

Selle Royal

Riccardo Losio, Strategy & Brands Director

Vittoria

Stijn Vriends, CEO
Vanessa ten Hoff, CM&IO
Marco De Lucia, Global Sales Director
Marco Viaroli, Global ICT Director, interim MD North America
Loredana Calò, D2C & Vittoria Park Managing Director
Emiliano Sabetti, Product Development Director
Bruno Tecci, Global Brand & Communications Director
Diega Tosatto, Global Head of Activation
Giada Barzagli, ESG, Product Marketing & Marketing Intelligence Specialist
Cristian Bellini, Global Communication Manager
Umberto Corti, Product Manager Accessories
Dereje Baratti, Online Specialist
Tommaso Cappella, Product Specialist
Dennis Cappelletti, Testing Engineer
Chiara Pagnoncelli, Graphic Designer
Sara Farina, Graphic Designer Assistant
Daniele Rota, Marketing Assistant
Gisella Umbertini, Sales Manager Central & East Europe
Celeste Provasi, Sales Manager Italy
Gemma Finassi, Sales improvement project specialist
Alessandro Colnaghi, ICT Manager EMEA

Nembol

Elisabetta Lo Greco, Digital Marketing Specialist
Marco Paoletti, CTO