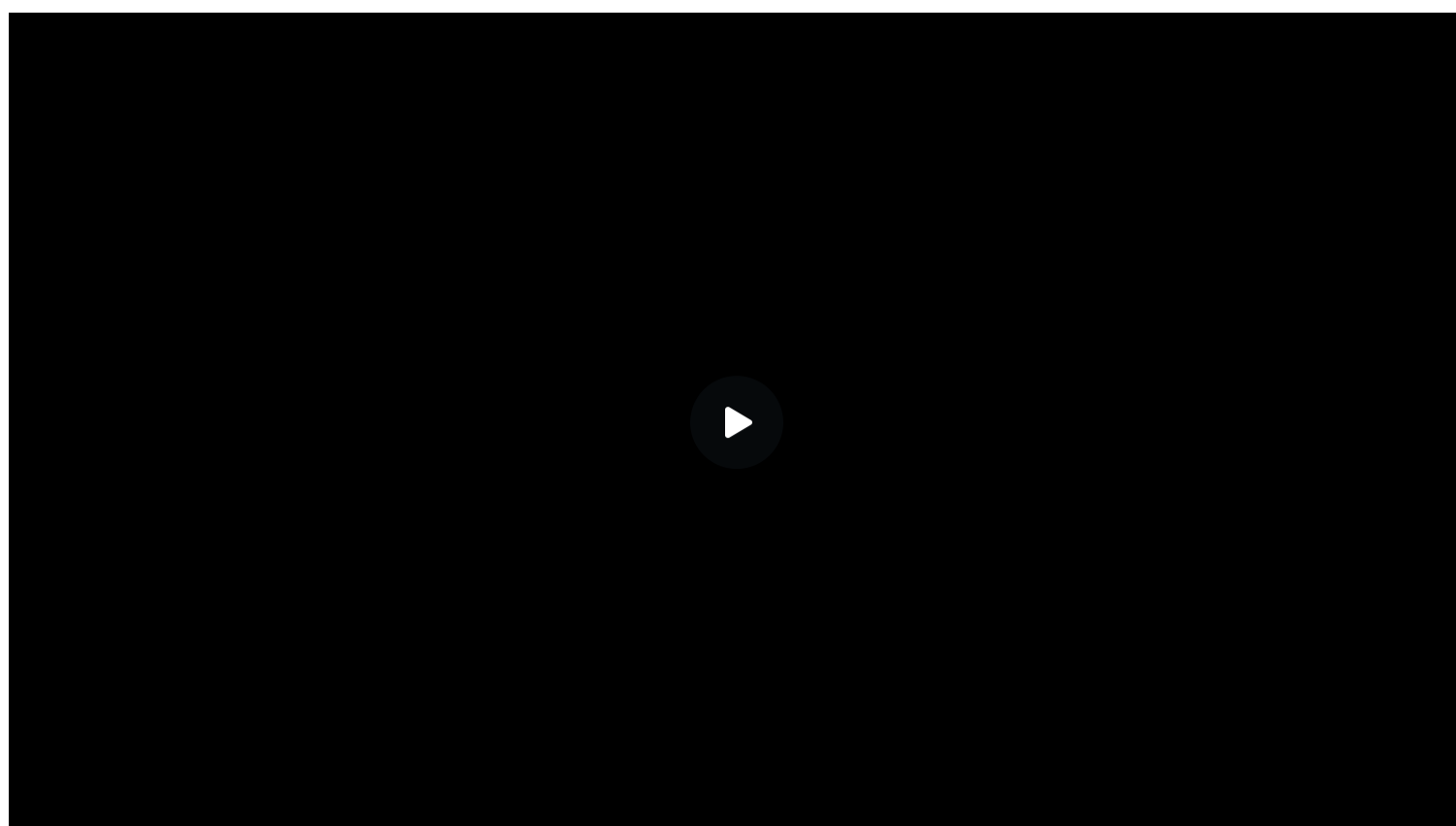


[Live Digital Dialogue]

## Retail-X: Reimagining the digital footprint to enhance customer experiences

Thursday 7th December / 11am / 45 minutes  
Live Online



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## Overview

Today's customer buys green, and is willing to pay a premium for companies that offer sustainable products and experiences. For retailers, this is an opportunity to deep dive into the digital footprint and extract powerful data that can transform the customer experience and take the digital ecosystem to new levels of growth.

We'd be delighted to have you join us live online for our forthcoming digital discussion on **Thursday the 7th of December** at 11am, entitled **"Retail-X: Reimagining the digital footprint to enhance customer experiences"**.

We'll be joined by seasoned Retail and CPG strategist **Maximilian Diener, Head of Digital at Epam Continuum** for an invigorating discussion exploring:

- Taking a data-driven approach to innovation: how to make the most out of your customer's digital footprint to inform your customer experience strategy
- Turning sustainability into a competitive advantage. Join us to explore growth opportunities for retailers embracing digital-first
- Strategies to drive change when maturity levels differ across the ecosystem
- AI and Cutting through the digital noise - what role can AI play in producing content that hits?

Places are strictly limited. Please RSVP below or simply reply via email to register.

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## Featured Speakers:



### Maximilian Diener

Head of Digital CPG&R, DACH, EPAM

As the leader of EPAM Germany's digital consulting practice, he specializes in consumer packaged goods and retail. Drawing from roles at Salesforce, Demandware, Tradebyte (now part of Zalando), and neckermann.de, Maximilian translates business challenges into strategies, requirements, and KPIs, guiding clients through the implementation of cutting-edge technology.



### Fabian Kaspereit

Strategic Lead Retail & Consumer Goods, Sitecore

Fabian boasts a decade of leading digital transformation and consulting and 23 years of cultivating key relationships in retail and consumer goods. Dedicated to driving value through change, he passionately navigates disruption, reshaping industries through innovation. As a trailblazer in a rapidly evolving landscape, Fabian continues to shape the digital future.



## RSVP + Questions

events@attendinnovatusmedia.com

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