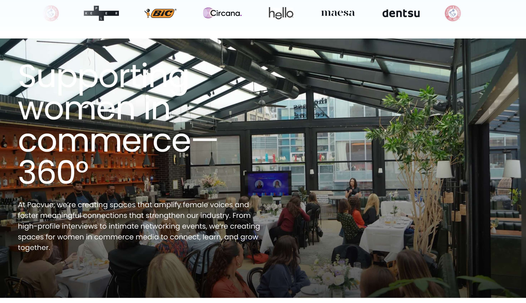
Empowering the **women** shaping the future of **commerce media**

Women in Commerce is Pacvue's executive community built to connect senior female leaders through curated conversations, exclusive experiences, and peer insights.

Join the Community



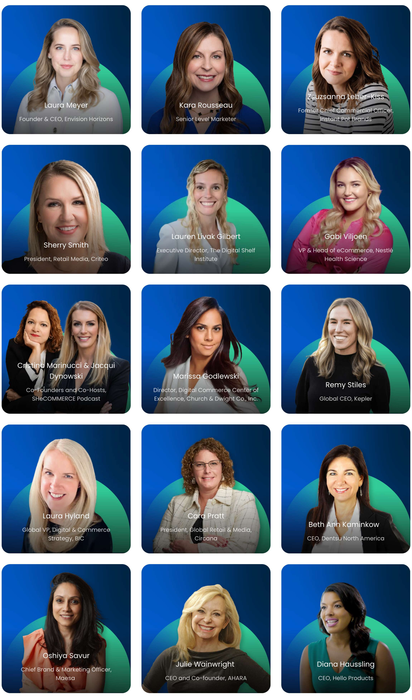
The voices driving commerce forward

Kelly MacLean

VP, Engineering, Science, and Product, Amazon Ads

Blending deep engineering rigor with a builder's instinct, Kelly leads the AI-powered advertising technology behind Amazon Ads, turning complex programmatic challenges into solutions that help brands reach audiences at scale.

Watch interview



"If I were starting today, I'd build all my AI agents first instead of building the ship while I'm sailing it."

Laura Meyer
Founder & CEO, Envision Horizons

Driving the Future of Commerce Leadership

Women in Commerce brings together leaders across retail media, data, and eCommerce to share real perspectives on how the industry is evolving.

This year we connected with female leaders and discussed how to navigate increasing complexity—from measurement and incrementality to aligning teams across media and operations.

Explore the key takeaways shaping how commerce teams operate and grow today.

Learn More

What's new and newsworthy

Women in Commerce | March 31, 2026

What Women in Commerce Are Teaching Us About Leadership Right Now

To close out Women's History Month, we asked women across commerce media a set of...

Retailer News | Strategy & Trends

April 2, 2025

Inside Retail Media: 1-on-1 with Roundel's Brittany Marzette

In our latest "Inside Retail Media" interview, Pacvue's Melissa Burdick sits down with...

Retailer News | Strategy & Trends

April 10, 2025

Inside Retail Media: 1-on-1 with Instacart's Ali Miller

Instacart's Ali Miller joins Pacvue's Melissa Burdick to share winning retail media...

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