



NEW YORK

Welcome to our first stop on the MACH US Roadshow!

The MACH community will be setting up shop in the MACH Haus throughout NRF, featuring...

- Live broadcasts with those experts and retailers leading the MACH charge
- Meeting and networking space with spectacular views over the Hudson River
- Sunset drinks with the MACH community

Where: 14th floor of Glasshouse Chelsea, 545 West 25th Street, New York

When: Open 10am to 7pm Sunday 15th, 8am to 8pm Monday 16th, 8am-5.30pm Tuesday 17th Jan

Who: We welcome all MACH Alliance Members, their guests, Ambassadors, and retailers

Register: Sign up for a morning, afternoon or networking session [here](#) or email info@machalliance.org

MACH Haus @ NRF Morning Podcast Sessions

Sunday 15 January / MACH Education

Monday 16 January / The MACH Journey

Tuesday 17 January / The MACH Vision

8.30-9am Preparing your organization for the move to MACH with Jean-Francois Lecas, VP Global services & operations, Scaleflex, Sara Du, CEO & Co-founder - Alloy Automation, Sana Remekie, CEO, Conscia.ai & host Andy Wadsworth, Apply Digital

9.15-9.45am DXP vs. DXC vs. Headless: where do they differ and where do they overlap with Dom Selvon, CTO, E2X an Apply Digital Company, Adam Conn, Co-founder, Uniform, Julia Shkrabova, Head of Partnerships, [Builder.io](#) and Tim Juravich, Principal, Deloitte Consulting LLP & host Chris Bach, Co-founder, Netlify

8.30-9am Data in a MACH vs. monolithic tech setup with Stefan Schmidt, CPO/CTO at Emporix & Dom Selvon, CTO, E2X an Apply Digital Company

9.15-9.45am Life after the monolith: Why now is the era of the change-makers with Rohit Garewal, CEO, Object Edge, Chris McCann, Regional Head of Sales, Contentstack, Dan Jacobs, Country Manager - Actindo AG & host Gordana Vuckovic, CRO, Vue Storefront

MACH Haus @ NRF Morning Podcast Sessions

Sunday 15 January / MACH Education

11.30-12pm Welcome to the MACH Alliance! Holly Hall, Managing Director, MACH Alliance interviews Casper Rasmussen, President, MACH Alliance

Monday 16 January / The MACH Journey

10-10.30am Steps to adopting and composing MACH architectures with Eberhardt Weber, CEO at Emporix, Ronak Shah, Director, AWS & MACH Ambassador, Darren Guarnaccia, President, Uniform and Julia Shkrabova, Head of Partnerships, Builder.io & host Sana Remekie, CEO, Conscia.ai

10.45-11.15am Enterprise MACH stories with Casper Rasmussen, President, MACH Alliance and Mike Sharp, Chief Product Officer at Commercetools & host Rachel Tonner, Global Head of Marketing, Klevu

Tuesday 17 January / The MACH Vision

10-10.30am Women in MACH panel + Q&A with Leoni Janssen, Founder, The BaaS Company, Claudia Ditre, Head of Partnerships EMEA at Klevu, Kelly Brennan, Solutions Architect, EPAM, Meghan Stabler, SVP, BigCommerce

10.45-11.15am Macroeconomics, user experience, and agility with Mark Reisler, Senior Director, Portfolio Management, Pivotree, Nilay Oza, CEO & Co-Founder, Klevu & host Gordana Vuckovic, CRO, Vue Storefront

11.30-12pm Life after the monolith: Stories of businesses free to innovate with Preseetha Pettigrew, VP Global Partnerships, Contentstack, Sebastian Po, Managing Director - Valtech, Alex Aaron, Account Executive, Storyblok & host Leoni Janssen, Founder, The BaaS Company

MACH Haus @ NRF Afternoon Podcast Sessions

Sunday 15 January / MACH Education

12.15-12.45pm Clarity in Composability
with Dom Selvon, CTO, E2X an Apply Digital
Company

1-1.30pm Enterprise MACH stories with
Milind Pansare, VP Product Marketing,
Cloudfare and Jon Panella, Group Vice
President, Publicis Sapient & host Casper
Rasmussen, President, MACH Alliance

1.45-2.15pm Flexible Futures On Retail's
New Frontier with Jens Levin, co-founder and
CEO of Sitoo & Bård Kvamme, Director at
Norrøna & host Casper Rasmussen,
President, MACH Alliance & host Isabell
Aakervik, Sitoo

2.30-4pm
Available for meetings & networking

Monday 16 January / The MACH Journey

12.15-12.45pm Mid-market MACH stories
with Rachel Tonner, Global Head of
Marketing, Klevu & Hannah Bennett, Head of
Digital, Paul Smith

1.45-2.15pm Mars & M&M'S - An Enterprise
MACH Story with Casper Rasmussen, MACH
Alliance President & Karl Barz, Director,
Global Retail & eCommerce Technology -
Mars Wrigley

2.30-4pm
Available for meetings & networking

Tuesday 17 January / The MACH Vision

12.15-12.45pm Best practices for personalization
in MACH with Dan Martino, VP of DXP, TA Digital,
Alan Anderson, Digital Transformation Director,
Kontent.ai, Tyson Graham, Head of Enterprise
Sales, Vue Storefront and Eli
Finkelshteyn, CEO, Constructor

1-1.30pm The future of loyalty in
composable commerce with Jay Myers,
Co-Founder, Bold Commerce and Eli
Finkelshteyn, Founder & CEO, Constructor

2.30-4pm
Available for meetings & networking

MACH Haus @ NRF Podcasts, Networking & Drinks

Sunday 15 January / MACH Education

4-4.30pm Enterprise MACH stories **with** Guillermo Rauch, CEO, Vercel, Ilya Antipin, Senior Manager, Technology Consulting, EPAM, Gireesh Sahukar, Dawn Foods & host Rory Dennis, GM North America, Amplience

4.45-5.15pm Top reasons for shifting to composable commerce **with** Brian Walker, Chief Strategy Officer, Bloomreach and Jens Levin, co-founder and CEO of Sitoo & host Holly Hall, MD, MACH Alliance

5.30-7pm
Sunset drinks & networking

Monday 16 January / The MACH Journey

4-4.30pm B2B MACH stories **with** Alison Hawkyard, Head of Business Development Apply Digital, Jeff deSandre, CIO at AmerCareRoyal and Eberhardt Weber, CEO at Emporix & host Irina Botea, Director, Customer & Partner Marketing, Uniform

4.45-5.15pm Death of DXP: Stepping off the monolith bit by bit **with** Darren Guarnaccia, President, Uniform, John Torris, Head of Sales, Bold Commerce, Karen Light, Director of Platform Strategy, Valtech and Chris Bach, Co-founder / CCO / CSO at Netlify & host Saman Remekie, CEO, Conscia.ai

5.30-8pm *Sunset drinks & networking*

Tuesday 17 January / The MACH Vision

4-4.30pm The benefits of a MACH approach **with** Chris Bach, CEO, Netlify and Jay Myers, Co-Founder, Bold Commerce

4.45-5.15pm Enterprise MACH stories **with** Ilya Antipin, Senior Manager, Technology Consulting, EPAM, Jeff Alpen, Director of Partnerships, Vercel, Jim Bennette, Senior Director Channels, Cloudinary, Kelly Brennan, Solution Architect at EPAM and Kaitlin Green, Partner Account Manager, Contentful & host Holly Hall, MD, MACH Alliance