

RetailX
EVENTS



COMMERCE AI
SUMMIT

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MIRAKL

3 June 2026 |

CONVENE, LONDON

Understand the impact of AI on retail at RetailX Events' Commerce AI Summit

Retail and brand leaders will explore the commercial impact of AI at upcoming thinktank event [Commerce AI Summit](#).

Speakers from brands and retailers from TripAdvisor to L'Oreal, Pandora to Pets at Home, and from Sanofi to Sky, will spend the day investigating and sharing experiences of driving AI in their businesses – and how they are using these technologies to improve their customers' experience.

“Enough hype and chasing shiny announcements - this is a day for leadership and action: where does AI actually create commercial value?” says RetailX founder Ian Jindal. “AI isn't a technology story. It's a business model story. The retailers who get ahead won't be the ones who adopt the most tools — they'll be the ones who embed AI into their strategy, their products and their capital decisions.”

The summit, supported by headline sponsor Mirakl, will take place on June 3 2026 at The Minster Building, London, and will take a think tank format that combines panel discussions with roundtables and one-to-one meetings. It is built around four highly commercial themes. External AI explores how customers use AI, while Experience AI is about the services and experiences that retail businesses create with AI in order to boost profitability. Capability AI is about the competitive advantage that AI gives the business, and Strategic AI considers how boards and investors adapt as data becomes the most important factor in retail value.

“We've structured the day around four questions every senior leader needs to answer,” says Jindal. “What is my customer doing with AI, what AI-powered experiences am I building, how is AI improving my margins and capability, and how does AI change the value of my business?”

Be at the heart of the AI conversation

The **Commerce AI Summit** will open at 08.00 on June 3 2026 at The Minster Building, London and runs until 16.30, when the event concludes with networking drinks. Participants will join in the conversation both through discussions and debates, over lunch and one-to-one through networking opportunities.

Mark Pigou, event organiser and RetailX co-founder, says: “Commerce AI brings together the people inside retail and brand businesses who are making real decisions about AI — not analysts commenting from the outside. That’s a rare thing and it’s what makes the conversations here different.”

AI trailblazers including L’Oréal’s Marisol Mercado and Reckitt’s Teresa Fusaro kickstart the conversation when they share their perspectives on the now, the next and the disruptive in AI in retail.

“The calibre of speakers at Commerce AI reflects how seriously this industry is taking the question,” says Pigou. “From L’Oréal and Reckitt to Pandora, Pets at Home and Sky — these are people making AI work commercially.

“There’s a reason we chose the four-pillar structure. Every senior leader in this room is navigating the same pressures — the customer is changing, the tools are multiplying, the ops challenge is real, and the board wants a strategy. Commerce AI speaks directly to all four. We’ve built the day so that whatever your role — trading, technology, commercial, strategy — you will find sessions and conversations that are directly relevant to the decisions you face right now.”

The day then moves into think tank format, with a focus on External AI, Experience AI, Capability AI and Strategic AI.



External AI

Speakers including Pinki Choudhury of Roman, Leticia Perez of Toms, Frank Ravanelli of Foreo and Daniel Shering of CommerceIQ consider how retailers and brands can understand and mediate their customers' use of AI in the External AI sessions. This part of the event, says RetailX's Jindal, is about the customer's own use of AI - one that is emerging and growing.

"The customer has AI-powered search agents, autonomous shopping tools and personalisation engines of her own," he says. "That changes the relationship with every retailer and brand in the room. How can we respond? Being 'ready to be ready' and trade in real time?"

"Retailers have spent twenty years trying to shape the customer journey. AI gives the customer the power to reshape it herself. That's not a threat, it's our new reality, and the smartest brands here are already working to it."

Experience AI

Experience AI focuses on the AI-empowered retailer, and speakers here include Hariss Amin of Hunter Douglas, Karthik Nagesh of TripAdvisor, and Marcela Gutierrez of Fossil Group.

"Experience AI is digital product management for the AI age," says Jindal. "The apps, personalisation engines and site features you build today are the competitive moats of tomorrow. Margin improvement and customer retention are the measures that matter. The retailers winning with AI aren't just deploying rented tools, they're building experiences. The new experience offering is not constrained by the current ecomm tech stack."

Capability AI

Capability AI explores operational efficiency, and how retail businesses are using AI effectively within their businesses. Speakers at Commerce AI Summit will consider how AI is transforming businesses in areas from automation to data-driven decisions - including Tiffany Qiao of Pandora, David Rose of Papa Johns and Simon Ellis of Pets at Home.

Jindal says: *"Operational AI is where the P&L benefits show up first - faster decisions, leaner teams, better data. But what will you do with the margin and capacity you free up? AI doesn't replace your team. It changes what your team is capable of. The retailers in this room who understand that are already pulling ahead."*

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Strategic AI

Strategic AI investigates the value that AI adds to businesses – which must adapt in order to prioritise customer data and intelligence. Here, speakers including Varun Vashist of Sky, Ravi Jay of Sanofi, Stephen Dewar of Blackcircles, and Piotr Zaleski of Ingrid will focus on the strategy of AI – and how boards and investors can adapt.

“If customer data and intelligence become more valuable than transactional margin, what does that do to our business model?” asks RetailX’s Jindal. “That’s what the final session of the day is built to address. Investors and boards are starting to ask about AI readiness the way they used to ask about digital transformation. The difference is the timeline is compressed. Strategic AI isn’t a five-year horizon – it’s the next planning cycle.”

RetailX’s Mark Pigou concludes: “We’ve built the day so that whatever your role – trading, technology, commercial, strategy – you will find sessions and conversations that are directly relevant to the decisions you face right now.

“The Minster Building is a great setting for this conversation. It’s a proper working day – packed, focused, high-energy – and the networking drinks at the end are where some of the best conversations happen.”

Find out more about Retail MediaX 2026

Explore the agenda

Register to attend