

# Agenda

3<sup>rd</sup> FEBRUARY

16:00 – 21:00

Booth Setup in Expo Hall

19:00 – 22:00

Dinner By the Organizer  
Exclusively for Sponsors, Speakers & Volunteers



Sponsored by

# Agenda

4<sup>th</sup> FEBRUARY

08:00 – 17:00

Registration Desk Open

10:00 – 17:00

Expo Hall Open

Hall B

11:00 – 12:30

WORKSHOP

Hall I

Future-Proofing Your Magento Store: Mastering Modern Search for AI-Driven Visibility

**Brent Peterson**  
CEO, Content Cucumber



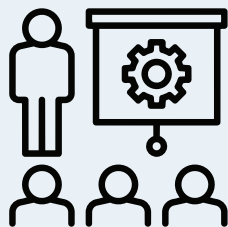
**David “Psy” Deppner**  
CEO, Psyberware, Inc.



**Isaac Morey**  
Chief Editor, Content Cucumber



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12:30 – 14:00

Lunch Open to All Attendees  
Meet, Greet & Eat

Hall G



LangShop



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ParcelTrackr



\*All times in EST





# Agenda

4<sup>th</sup> FEBRUARY

14:30 – 14:45	<div>OPENING NOTE</div> <div>Hall E</div> <div>Welcome Note</div> <div>Ravi Mittal</div> <div>President, Rave Digital &amp; CEO, Aheadworks</div>	<div><div>rave</div> + <div>aheadworks</div></div> <div><div>D I G I T A L</div> + <div>A RAVE DIGITAL COMPANY</div></div>
14:45 – 15:00	<div>OPENING NOTE</div> <div>Hall E</div> <div>Adobe Commerce &amp; Magento Open Source Update</div> <div>Ritesh Somani</div> <div>Principal Product Manager, Adobe</div>	<div>Adobe</div>
15:00 – 15:15	<div>OPENING NOTE</div> <div>Hall E</div> <div>Magento Association Greeting</div> <div>Noah Oken-Berg</div> <div>CEO, Above The Fray</div>	<div>ABOVE THE FRAY</div>
15:15 – 16:15	<div>KEYNOTE</div> <div>Hall E</div> <div>Layer 0: For the Next 100 Years, Your Tech Stack Begins With Narrative</div> <div>Chirag Nijjer</div> <div>Brand Historian &amp; Customer-Centricity Expert</div>	<div>Chirag Speaks</div>
16:15 – 18:30	<div>Exhibit Happy Hour</div> <div>Hall B</div>	<div><div>Sponsored by</div><div><div>dotcomweavers</div><div></div></div></div>
19:00 – 21:00	<div>Abiaka – Wood Fire Grill</div> <div>Wood-Fired Gourmet Dinner</div>	<div><div>Sponsored by</div><div>magebit</div><div>Invite-only Ancillary Event</div><div></div></div>
19:30 – 21:30	<div>Cipresso – Italian Fine Dining</div>	<div><div><div>rave</div> + <div>aheadworks</div></div><div><div>D I G I T A L</div> + <div>A RAVE DIGITAL COMPANY</div></div><div>Invite-only Ancillary Event</div><div></div></div>

\*All times in EST







# Agenda

4<sup>th</sup> FEBRUARY

20:00 – 22:00

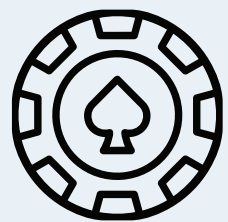
**Davidoff of Geneva**  
Cigar & Cognac Lounge

Sponsored by  
 **improntus.**  **jetrails\_**  
Invite-only Ancillary Event



22:00 – 00:00

**Casino Events** (Poker and Blackjack)



# Agenda

5<sup>th</sup> FEBRUARY

07:00 – 17:00

**Doors Open: Registration**

08:00 – 09:30

**Breakfast & Networking**  
Meet, Greet & Eat

Hall G 

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09:30 – 17:00

**Expo Hall Open**

Hall B 

09:30 – 10:00

TECHNICAL  Hall C

How ProxySQL Unlocks Database Scalability for Magento

**Pradip Shah**  
Co-Founder, luroConnect

  
Managed Hosting Platform

BUSINESS  Hall E

Driving B2B Growth with Real-Time Pricing, Payments & Automation on Magento

**Julien Anquetil**  
Software Development Manager, Henry Schein

 HENRY SCHEIN®











\*All times in EST





# Agenda

5<sup>th</sup> FEBRUARY

10:00 – 10:30	<div>TECHNICAL</div> <div>Hall C</div> <div>The Problem Isn't Magento. It's How We Use It.</div> <div>Marek Kubacak Founder, Hashira Consulting</div> <div></div>	<div>BUSINESS</div> <div>Hall E</div> <div>How Agentic Commerce Solves the Online Trust Gap</div> <div>Nauris Mikelsons Head of Development Department, Magebit</div> <div></div>
10:30 – 11:00	<div>TECHNICAL</div> <div>Hall C</div> <div>What's Under the Roof? A Technical Decision Framework for Choosing the Right eCommerce Architecture</div> <div>Oleksandr Kravchuk Magento Department Manager, vConnect</div> <div></div>	<div>BUSINESS</div> <div>Hall E</div> <div>Building B2B Commerce That's Ready for What's Next</div> <div>Bill Arvidson IT Director, Abbott Rubber Co.</div> <div></div> <div>Amit Bhaiya CEO/Co-Founder, DotcomWeavers</div> <div></div>
11:00 – 11:45	Morning Break	<div>Hall G</div> <div>Sponsored by</div> <div></div> <div></div>
11:45 – 12:15	<div>TECHNICAL</div> <div>Hall C</div> <div>Herding Stores in Yellowstone: A Ranch-Hand Worthy Multi-Brand Launch</div> <div>Erik Hanson Senior Software Development Architect, Lippert Automotive</div> <div></div>	<div>BUSINESS</div> <div>Hall E</div> <div>AI at Your Service: Smarter, Faster, Leaner eCommerce</div> <div>Sergej Derzap CEO &amp; CPO, Amasty</div> <div></div> <div>Aenik Shah CEO &amp; Co-Founder, Wizzy AI</div> <div></div>

\*All times in EST





# Agenda

5<sup>th</sup> FEBRUARY

12:15 – 12:45

TECHNICAL Hall C

Beyond the AI’s Hype: How We Are Actually Making Our Digital Operations Smarter

**Chris Collier**

Director of Digital Operations, Wave Electronics



**Nicanor Gioffre**

Managing Partner, Improntus



BUSINESS Hall E

Menu-Driven Commerce: How AI Is Redefining Digital Food Procurement

**Steven Singer**

Chief Information Officer, Julius Silvert



12:45 – 14:00

**Lunch Open to All Attendees**  
Meet, Greet & Eat

Hall G

Sponsored by  
**PayFabric**



14:00 – 14:30

TECHNICAL Hall C

Built by the Community: How We Build and Improve Magento Open Source Docs

**Danny Verkade**

CTO, Cream



BUSINESS Hall E

Community Over Competition: Why the Magento Ecosystem Still Matters

**Maier Bianchi**

Founder & CEO, Bemeir



14:30 – 15:00

TECHNICAL Hall C

Supercharging B2B Commerce: The Inside Story of L.H. Dottie’s Performance Rebuild

**Jennifer Goaneh**

Director of Marketing, L.H. Dottie Company



**Sander Mangel**

VP of Technical Solutions, Above The Fray



BUSINESS Hall E

Beyond Meticulous Slop: Human Strategy in the Age of Generative AI

**Shawn Basey**

CMO, Developers Alliance



\*All times in EST





# Agenda

5<sup>th</sup> FEBRUARY

15:00 – 15:30

TECHNICAL

Hall C

Adobe Commerce Extensibility:  
Building Flexible, Out-of-Process  
Customizations

**Hitarth Pattani**

Senior Technical Consultant,  
Content and Commerce, Adobe

**Adobe**

BUSINESS

Hall E

Speed for Humans. Structure for Machines.  
A Journey From Luma to Hyvä and Beyond.

**Amy Hughes**

Chief Sales, Marketing &  
E-Commerce Leader, ClearBags

**ClearBags**  
packaging with purpose

**Kuba Zwolinski**

CXO, IronPlane

**IronPlane**

15:30 – 16:00

Evening Break

Hall G

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**snowdog**



16:00 – 16:30

TECHNICAL

Hall C

Inside AI Accelerator: From Churn  
Recovery to Smart Inventory – Live  
Showcase

**Liana Staskevica**

Product Owner of AI Initiatives, Scandiweb

**scandiweb**

BUSINESS

Hall E

Store Localization: From Global Expansion  
to Local Connection

**Inna Kleimionycheva**

Head of PMO, Aheadworks

**aheadworks.**  
A RAVE DIGITAL COMPANY

**Diana Komandenko**

Head of Customer Support,  
Aheadworks

**aheadworks.**  
A RAVE DIGITAL COMPANY

16:30 – 17:00

TECHNICAL

Hall C

Guardrailing AI for Magento:  
Safe Copilot Coding Without  
Breaking Production

**Angel Marquez**

Co-Founder & CTO, Quality Clouds

**QualityClouds**

BUSINESS

Hall E

From Endless Aisle to My Aisle: The Future  
of Product Customization

**Ollie Hunt**

Founder, Builda IO

**Builda.**

\*All times in EST





# Agenda

5<sup>th</sup> FEBRUARY

17:00 – 17:30	<b>Closing Note</b> <span>Hall E 9</span>  <b>Chirag Nijjer</b> Brand Historian & Customer –Centricity Expert <i>Chirag</i> Speaks  <b>Ravi Mittal</b> President, Rave Digital & CEO, Aheadworks <i>rave</i> + <i>aheadworks.</i> DIGITAL A RAVE DIGITAL COMPANY
19:00 – 22:30	<b>Closing Party</b> Dinner by the Pool 
22:30 – 02:00	<b>After Party (ENTICE NIGHTCLUB)</b> The Fun Continues <div><div>ABOVE THEFRAY</div><div> LangShop</div><div>Sponsored by  ParcelTrackr</div><div></div></div>

# Agenda

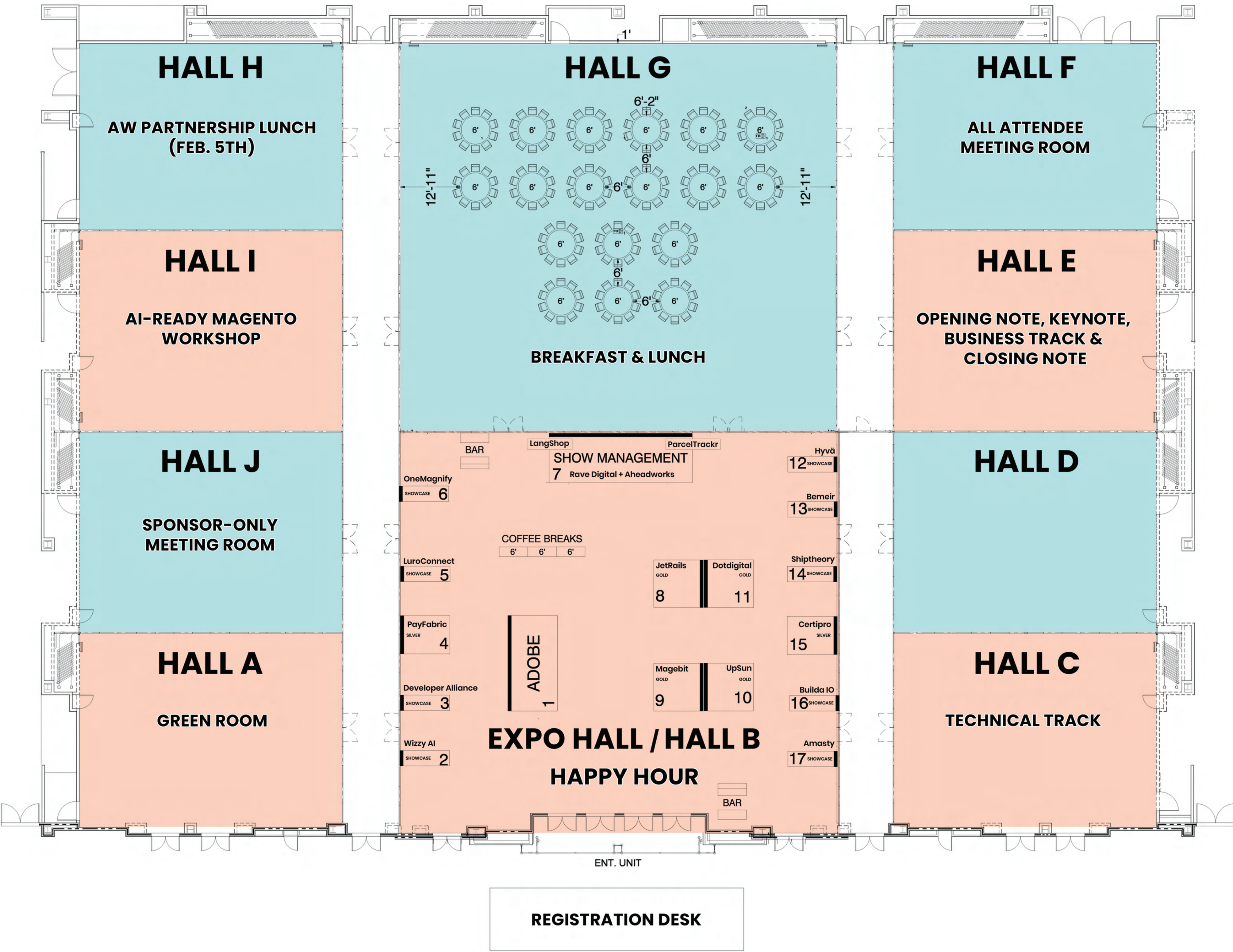
6<sup>th</sup> FEBRUARY

12:00 – 16:30	<b>Beach Day</b> 
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\*All times in EST

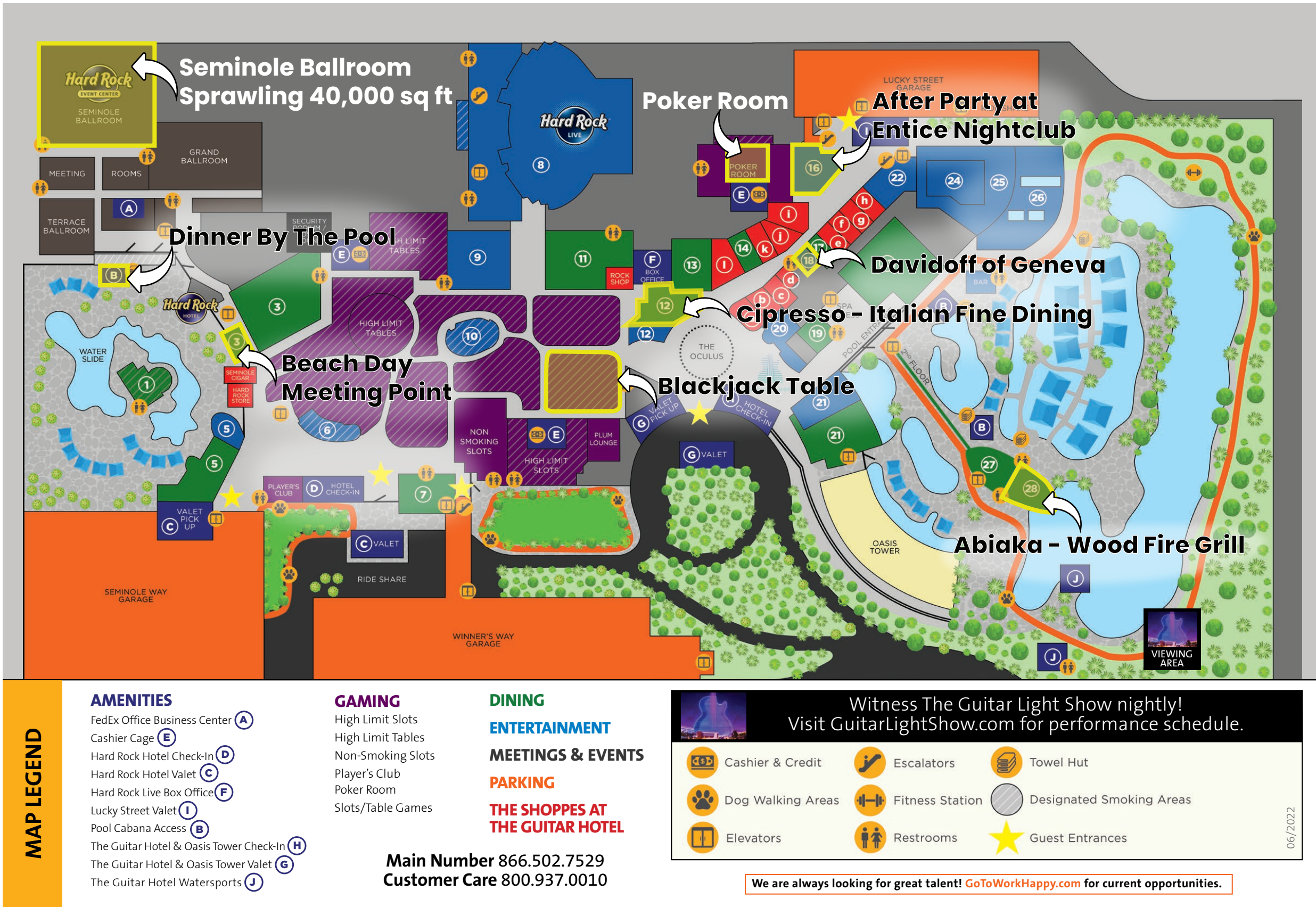


Floor Plan





# Property Map



## DINING (Cont...)

- THE BOL** (7, L, D)  
Offering delectable Vietnamese & Chinese cuisine
- THE FOOD COURT** (3, B, L, D)  
Features Egg (all-day breakfast), Healthy (salads & vegan), Sirico's (pizza & Italian), Lucille's (hot dogs), Asian Palace & Shake N' Burger
- THE SHOPS AT THE GUITAR HOTEL**
- HARD ROCK STORE** (A)  
Look & feel like a rock star; open 24 hours
- HUBLOT** (4)  
**NEW!** The Art of Fusion - Luxury Swiss timepieces combining tradition and innovation
- INMOTION** (C)  
Electronics retailer presenting the most cutting-edge gadgets
- JOCALE** (1)  
Locally inspired, on-trend gifts & products
- KRISTALS** (B)  
Gemstone-infused luxury skincare & cosmetics
- LAVISH EYEWEAR** (C)  
Functional & fashionable eyewear featuring luxury brands
- LUX** (1)  
Women's apparel & accessories for the fashionista in you!
- MACEOO** (1)  
Luxury menswear
- PSYCHO BUNNY** (B)  
Sophisticated men's & boy's apparel that stands apart from the crowd
- SPLASH** (9)  
A specialty boutique with looks for poolside to a night out... Splash has it all!
- WENTWORTH GALLERY** (K)  
Where rock & art meet
- WESTON JEWELERS** (1)  
Serving South Florida for 20 years with fine jewelry & timepieces

## ENTERTAINMENT

- CENTER BAR** (10)  
Elevated bar serving drinks, live entertainment, video poker & TV's airing sports
- CIPRESSO BAR** (12)  
Extensive wine list with focus on Italian varietals & creative cocktails
- COUNCIL OAK BAR & LOUNGE** (21)  
Specialty libations & live entertainment
- DAER DAYCLUB** (26)  
Boasting resort-style pools with private cabanas, DJ booth, daybeds & a bar
- DAER NIGHTCLUB** (25)  
Hot spot with world-class DJs, state-of-the-art audiovisuals & bottle service
- DAVIDOFF CIGAR LOUNGE** (18)  
Premium cigars & accessories with speakeasy bar
- ENTICE ULTRA LOUNGE** (16)  
High energy dance club with three bars
- HARD ROCK LIVE** (8)  
State-of-the-art theater-style entertainment venue with multiple bars & VIP seating
- HARD ROCK SPORTS BAR** (9)  
**NEW!** All the sports action with live gaming and classic sports bar fare
- KURO BAR & LOUNGE** (5)  
Handcrafted cocktails using fresh ingredients in modern recipes
- L BAR** (6)  
Intimate lounge & cocktail bar offering handcrafted cocktails & live entertainment
- OCULUS BAR** (20)  
Classic wine bar with a focus on craft beers, curated wines & signature cocktails
- PLA SPORTS BAR** (22)  
Next-level sports bar featuring sports & game simulators & delicious food & drinks
- ROOFTOP LIVE** (24)  
Vibrant rooftop bar featuring cocktails, live music & dramatic views overlooking the Guitar Hotel lagoon
- rock & spa**  
& SALON  
Located on 3rd floor of The Guitar Hotel  
RESERVATIONS 954.797.5888

PROPERTY DIRECTORY

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THE GUITAR HOTEL  
Hard Rock HOTEL & CASINO  
HOLLYWOOD, FL

## DINING

- B BREAKFAST L LUNCH D DINNER**
- ABIKA** (28, D)  
American wood-fired grill restaurant showcasing culinary techniques of solid fuel grilling inspired by South Florida's unique bold flavors
- AUBI & RAMSA** (17)  
"Adult" ice cream made with top quality ingredients & infused with premium spirits (21+)
- BAE KOREAN GRILL** (13, D)  
An authentic Korean barbecue experience featuring Shinpo grill tables & chef-prepared dishes
- BEACH CLUB BAR & GRILL** (27, L)  
Poolside dining offering classic American favorites with a tropical twist
- CIPRESSO** (12, D)  
Italian-American fare with a menu of time-honored classics based on old world traditions
- CONSTANT GRIND** (19, B, L, D)  
Artisanal coffee shop with baked goods, sandwiches, salads, chocolates & gelato made in-house daily
- COUNCIL OAK STEAKS & SEAFOOD** (21, D)  
Classic-American steakhouse offering USDA prime cuts of beef, raw bar, delectable seafood & award-winning wines of 400+ labels
- HARD ROCK CAFE** (11, L, D)  
American diner-inspired cuisine wrapped in a unique musical experience
- KURO** (5, D)  
Award-winning, new-style Japanese restaurant using both locally sourced & imported ingredients
- MARKY'S CAVIAR LOUNGE** (14, D)  
Full-service restaurant & bar serving French cuisine, caviar service & modern American influences in a chic & intimate dining room
- POOL BAR & GRILL** (1, L)  
Poolside dining offering classic American favorites with a tropical twist
- RISE KITCHEN & DELI** (23, B, L, D)  
24-hour contemporary American diner/deli serving all-day breakfast, hearty salads, burgers & sandwiches & deli offerings