

loadbee E-Commerce Summit 2026

**AMSTERDAM,
NETHERLANDS
THU, 2 JULY 2026**

DoubleTree by Hilton
Amsterdam Centraal Station

Agenda

11:00 – 12:00 pm	Exclusive Masterclass: Best Practices & Insider Tips for Maximum Impact. loadbee Product & Customer Success experts
12:00 – 12:25 pm	Warm Welcome & Kickoff With Savory Snacks loadbee Team
12:25 – 12:50 pm	Why Consistent Content Wins — Market Reality & Best Practices. Joerg von Taube (CRO) & Christian Stephan (Head of CSM), loadbee
12:50 – 1:10 pm	Liebherr Brandstore: One Brand. One Experience. Across Every Digital Touchpoint. Beatrix Beer (Key Account Manager Hybrid Germany), Liebherr-Hausgeraete
1:10 – 1:40 pm	Break
1:40 – 2:00 pm	AI Visibility: Will AI Find Your Products? How to Optimize Content for the New Search Reality? Sebastian Amtage, (Managing Director), b.telligent
2:00 – 2:20 pm	Will AI Solve All of Your Product Listing Problems? Rich Coombes (COO), Digishare
2:20 – 2:40 pm	Building Retail Media Bridges Jeroen Wagenaar (Head of Go-to-Market (International)), MediaMarktSaturn
2:40 – 3:20 pm	Get-Together With Coffee and Sweets
3:20 – 4:30 pm	Panel: Beyond the PDP: Preparing Product Content for an AI-First Shopping Journey. Sofia Cannarella (Digital Content Lead), Harman International / Julien Halnaut (COO), Expeerly / Adeline Peyriere (Director Digital Wholesale Experience), Adidas / Rudi Sabri (PM), loadbee / Maic Ungermann (CEO), one2five, part of MSM.digital
4:30 – 5:00 pm	Break
5:00 – 5:20 pm	Your Product Profiles Are Ready. Here's How to Make Them Work Even Harder. Julien Halnaut (COO), Expeerly
5:20 – 6:00 pm	loadbee's Milestones, Roadmap & Summaries of the Day. Rudi Sabri (PM) & Christian Stephan (Head of CSM), loadbee
latest 6:15 pm	After Hour: Evening Cruise with Flying Dinner

Supporting-Partner



b.telligent



expeerly



digishare