TH PRICING & REVENUE

HOTEL EUROSTARS BERLIN, GERMANY

# 12-13 March 2026

#### **CHAIR**



Kris Glabinski **VP** Europe Aggregate Intelligence



**Arnaud Potiron** Group Pricing Transformation Director Michelin



**In-Person & Online Passes Available** 

SPEAKER LINE-UP



Aiken Thijssen Lead Business **Process Expert** Philips





Graeme Aitken Vice President, Strategic Customer Pricing **DHL Express** 





Yvonne Pop Director of UK and EU Pricing & Monetisation eBav





Robin Keus Senior Pricing Associate at the Strategic Pricing Center of Excellence Cargill





Jeremy Noad Global lead for **Growth and Pricing** Linde



Katrin Wibmer Head of B2B Pricing Swarovski





Katja Ruehle Pricing, Go-to-Market & Digital Transformation Practitioner Henkel

Vincent Faramaz Senior Director (Global Head) Commercial Management / Professional Services TikTok





Gianluca Agostoni Value Access & Pricing Head Sanofi





Arnav Sawhny Director - Strategic Pricing part of the Global Commercial Excellence team Cargill



**Pascal King** Head Strategic Pricing and Revenue Management, International Centre of Excellence Zoetis





Ozde Suslu Global Head of Discounts & Promotions Controlling Triumph





Alexandre Bonamy Senior Director-Global Head of Pricing & Promotion Decathlon



HOTEL EUROSTARS BERLIN, GERMANY

# 12-13 March 2026

We are pleased to announce the launch of the 9th Pricing & Revenue Management Summit, that will take place on 12-13 March 2026 in Berlin, Germany. Building on the success of previous editions, this year's event will bring together pricing managers, revenue leaders, data scientists, CFOs, and commercial strategists to explore the future of pricing and revenue excellence. Covering key topics like Al-driven pricing, dynamic segmentation, subscription models, behavioral pricing, omnichannel strategies, and profitability analytics, the summit offers a powerful platform to share expertise, present real-world strategies, and engage with peers across industries. Join us for this two-day event to engage in thought-provoking discussions, explore transformative solutions, and discover how intelligent pricing is reshaping revenue strategies, customer engagement, and competitive advantage across industries.

# **Key Practical Learning Points**

- Reigniting Pricing Strategy and Transforming It Into a True Competitive Advantage
- Harnessing the Power of AI to Go Beyond Analysis and Deliver Real-Time, Forward-Looking Decisions
- Leveraging Predictive Insights and Data Analytics to Stay Ahead of Market Shifts
- Pricing with Purpose by Aligning Value with Strategy and Charging for What Truly Matters to Your Customers
- Embracing the Next-gen Pricing with Hyper-Personalized, Loyalty-Driven, and Subscription-Smart Models
- Navigating Market Uncertainty Through Dynamic, Data-Informed Pricing Strategies That Adapt in Real Time
- Turning Pricing Into a Relationship-Building Tool That Drives Engagement, Trust, and Long-Term Customer Value
- Stepping Into the Future of Pricing 2.0, Where Speed, Intelligence, and Human-Centric Design Lead the Way
- Unlocking Hidden Revenue Opportunities by Identifying Untapped Value Streams Across Your Business

# Venue **Hotel Eurostars Berlin**



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Speaking Sponsor

**Buynomics** 

**In-Person & Online Passes Available** 

#### Take a Look at the Past Edition



# Who Should Attend

This summit brings together CEOs, CDOs, CTOs, CIOs, VPs, Directors, Heads, Managers, Leads and other Senior Level Executives dealing with:

- Pricing Strategy
- Pricing Analytics
- Revenue Management
- Product Planning
- Price Segmentation
- Go-To-Market Practices
- Business Finance
- Digital Products
- Demand Forecasting
- Commerce Financial Planning & Others!

#### **Previous Attendees Include**







AIRFRANCE /





































































08:30 Check-In and Welcome Coffee

09:00 Opening Address from the Chair

09:10 "Breaking the Ice" Speed Networking Session

## WINNING THE MARKET WITH **NEXT-GENERATION PRICING STRATEGIES**

#### AVAILABLE SPONSORSHIP SLOT



## Unlocking Profitability with Al-Driven **Pricing & Revenue Optimization**

Discover how leading companies are leveraging Al, predictive analytics, and automation to transform pricing into a real-time growth engine. This session will showcase how intelligent technology enables faster decisions, improves customer alignment, and maximizes profitability in today's competitive and volatile markets.

#### 10:30 Case Study:

#### **Operating Models That Monetize:** Aligning Structure with Pricing Strategy

 $Introduction \ to \ Operating \ Models \ as \ Strategic \ Engines \ to \ drive \ Strategy, \ Structure \ \& \ Success. \ Explore \ Strategy \ Structure \ \& \ Success.$ how aligning an organization's operating model with its pricing strategy can unlock the Architecture of Pricing Excellence. Highlighting the key design decisions to empower leaders to turn pricing into a strategic growth lever.

#### Arnay Sawhny

Director - Strategic Pricing part of the Global Commercial Excellence team

#### **Robin Keus**

Senior Pricing Associate at the Strategic Pricing Center of Excellence

#### Cargill

Morning Coffee and Networking Break 11:00



Cargill

#### 11:30 Case Study:

## **Customer-Centric Revenue Management: Rethinking Pricing Models for Marketplaces**

In today's competitive digital economy, successful platforms must move beyond transactional pricing and adopt models that reflect evolving customer expectations. This session will explore how shifting from seller-focused fees to buyer-based monetisation can unlock growth while preserving marketplace trust. Drawing on my experience leading the transformation of eBay UK's consumer business pricing model — a change that created \$150M+ in incremental annual revenue opportunity I will share lessons on balancing customer value, marketplace dynamics, and business objectives

#### **Yvonne Pop**

Director of UK and EU Pricing & Monetisation eBay



#### 12:00

O Case Study:

**How Can a Leading Sporting-Goods Retailer** Leverage Pricing to Maintain and Strengthen Its Value-for-Money Promise in an Increasingly Competitive and Globalized Market?

- Define and analyze competitive positioning
- Design a cohesive pricing strategy
- Build advanced pricing capabilities

#### **Alexandre Bonamy**

Senior Director- Global Head of Pricing & Promotion **Decathlon** 



#### 12:30

Case Study:

# **Optimizing Pricing Through Business**

Objectives and Contract Alignment \*
Aligning contract models with business objectives strengthens pricing strategies and maximizes commercial value. Different structures – from outcome-based agreements to hybrid models – influence risk-sharing, pricing flexibility, and long-term value capture. By connecting contracts to business dynamics, organizations can enhance client relationships, improve resilience, and secure sustainable profitability in a digital-first environment.

#### Vincent Faramaz

Senior Director (Global Head) Commercial Management / Professional Services TikTok



13:00 Business Lunch



# PRICING AND REVENUE MANAGEMENT IN THE DIGITAL ERA

for Global Pricing Excellence

14:00 Case Study:

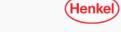
# **Leveraging Digital Tools and Al**

A hands-on session featuring two contrasting case studies on leveraging AI and digital tools for global pricing. Learn what drives success - and what can go wrong - when preparing data, integrating systems, and managing change. Practical lessons on turning digital enablement into real commercial impact.

- Showcasing two real-life cases of Al and digital tools in global pricing one success,
- · Overcoming challenges in data readiness, tool integration, and stakeholder adoption.
- Building scalable, data-driven pricing capabilities through structured setup and execution
- Translating digital innovation into measurable impact on margin and decision speed

#### Katja Ruehle

Pricing, Go-to-Market & Digital **Transformation Practitioner** Henkel



14:40 Case Study:

## **AI-Driven Negotiations:** How Buyers Are Changing the Pricing Game

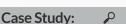
- The rise of buyer-side Al Pricing negotiation Al tools such as Pactum Al and what they mean for pricing and commercial teams.
- How automated negotiations are shifting power dynamics and compressing deal cvcles
- What pricing leaders need to do to stay competitive: value-based preparation, dynamic guardrails, and data-backed strategies.
- Practical steps to integrate AI thinking into your own commercial strategy and protect margins

#### Jeremy Noad

Global lead for Growth and Pricing



15:20 Afternoon Tea and Networking Break



# **Leading Pricing Transformation**

#### at a Global Industrial Leader • Embedding digitalization and advanced analytics into pricing operations to improve

- agility and consistency. • Harmonizing global pricing processes while adapting to regional market dynamics.
- Building organizational capabilities and cultural alignment to make pricing a strategic growth lever.
- Overcoming complexity in large industrial organizations to capture sustainable value and competitive advantage.

## **Arnaud Potiron**

**Group Pricing Transformation Director** Michelin



#### 16:20

15:40

# PANEL DISCUSSION



## Harnessing Al, Customer-Centric Models, and **Transformation to Redefine Pricing Excellence**

Operating model alignment, customer-centric revenue strategies, Al-driven negotiations, digital tools, contract alignment, and global pricing transformation are reshaping the landscape of pricing and revenue management. The panel examines how these elements can be combined into cohesive strategies that enhance profitability, strengthen resilience, and create long-term value. Emphasis is placed on practical approaches to balancing innovation with execution, overcoming organizational complexity, and embedding sustainability into pricing practices. Forward-looking perspectives highlight how companies across industries can future-proof their pricing models while meeting evolving customer expectations and competitive

17:00

Chair's Closing Remarks and End of Day One

18:00

Networking Dinner



\* TBC





08:30

Check-In and Welcome Coffee



09:00

Day Two Opening Remarks from the Chair

## TRANSFORMATIVE POWER OF REVENUE **MANAGEMENT AND PRICING INSIGHTS**

#### 09:10

#### SPONSORSHIP SLOT



**Case Study Presented by Buynomics** 

Speaker TBC **Buynomics** 

Buynomics

09:50

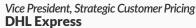
Case Study:



#### Delivering Higher Growth & Profitability At DHL Express By Getting Pricing Into The Heart Of The Business

How DHL is moving pricing from being a back-office function, setting and enforcing policies and creating spreadsheets, into a true business-oriented and customer facing consulting group, directly supporting commercial teams in negotiations and using data analytics and value-based pricing strategies to maximize growth, yield and customer satisfaction. The presentation will also cover how DHL has developed a world-class costing and profitability system providing critical data for 200+ countries - a massive challenge in a service industry with high fixed costs, i.e. planes. We will examine the difference between knowing the cost and relying on cost-plus pricing. Think Global, Act Local!

#### **Graeme Aitken**





#### 10:30

#### **AVAILABLE SPONSORSHIP SLOT**



#### **Mastering Predictive Insights** for Smarter Pricing Decisions

Exploring how predictive analytics and real-time data can anticipate customer behavior, market shifts, and competitor actions. Insights into building pricing systems that move from reactive adjustments to proactive, intelligence-driven decisions that unlock new revenue opportunities.

11:10

Morning Coffee and Networking Break



#### 11:40

# WORKSHOP ©

#### A Practical Implementation of Value and Margin Extraction, from Concept to KPI

- First, I will briefly talk about the concept of Value and Margin Extraction, how to apply it to a single product or a solution. We will go through an end-to-end example of the application of value and margin extraction to a mock-up business; from setting a realistic target per product and customer to aligning the total expected value extraction to sales targets.
- We will continue by sketching the setup of value and margin extraction to your own businesses and discussing with your neighbors.
- In the last part of the workshop, we will go through some of your sketches and answer questions.

#### Aiken Thijssen

Lead Business Process Expert **Philips** 

**PHILIPS** 

12:20

#### Case Study:



# **B2B Pricing Excellence: Driving** Growth through Value-Based Models \*

- Implementing value-based pricing to reflect customer needs while protecting brand equity and margins.
- Balancing global consistency with local flexibility across B2B markets and distribution channels.
- Leveraging data and customer insights to define willingness-to-pay and strengthen long-term partnerships.
- Embedding pricing as a strategic lever to drive sustainable growth in competitive B2B environments.

#### Katrin Wibmer

Head of B2B Pricing Swarovski



13:00

**Business Lunch** 



14:00 Case Study:

#### **Data-Driven Approaches to Pricing** and Value Access in Life Sciences

Harnessing data and analytics to address the complexity of pricing in life sciences. The session explores how evidence-based insights support value-based pricing, strengthen market access strategies, and guide decision-making across diverse healthcare systems. Attention is given to balancing innovation with affordability, ensuring sustainable growth while meeting regulatory and patient expectations.

Gianluca Agostoni

Value Access & Pricing Head Sanofi

sanofi

14:30

#### Case Study:

#### The Real-World Journey of Al-Driven **Promotions in Consumer Goods**

- Embracing a crawl, walk, run, fly approach for Al-enabled promo management
- People (70%), Process (20%), Tool (10%)
- Tangible Business Impact: How predictive analytics and automation moved us from insights to action

#### **Ozde Suslu**

Global Head of Discounts & Promotions Controlling Triumph



15:00

#### Case Study:

## Disruptive Pricing Models: Unlocking Access, Value, and Long-Term Growth

- Designing disruptive pricing approaches that expand market access while sustaining profitability.
- Applying outcome-based and usage-based models to create measurable value for customers.
- Leveraging advanced analytics to capture hidden revenue
   \* TBC\*

  \* TBC opportunities and optimize portfolio performance.
- Anticipating industry shifts and building pricing strategies that secure resilience in a changing global landscape.

#### Pascal King

Head Strategic Pricing and Revenue Management, International Centre of Excellence Zoetis



15:30

Chair's Closing Remarks and End of Summit

#### Sponsorship, Exhibition & Speaking Opportunities

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9TH PRICING & REVENUE MANAGEMENT SUMMIT | 12-13 MARCH 2026 | BERLIN, GERMANY

# Delegate Pass -2-Days Summit + Workshop - Interactive Focus Sessions - Discussions with Industry Experts and Peers - Complimentary Networking Dinner - Post-Conference Documentation Package - Delegate List 1495 euro Register by December 11th and get 2 complimentary nights at the venue hotel

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- 2-Days Summit + Workshop
- Interactive Focus Sessions
- Discussions with Industry Experts and Peers
- Complimentary Networking Dinner
- Post-Conference Documentation Package
- Delegate I

#### 1495 euro

# 1345 euro

Register 2 or more delegates until **December 11th** and get 2 complimentary nights at the venue hotel and an additional 10% discount

**Promo Code** 

**2N10** 

# Online Pass

- 2-Days Summit + Workshop
- Interactive Focus Sessions
- Discussions with Industry Experts and Peers
- Virtual Networking Opportunities
   Access to the Entire Event from the
- Comfort of your Home

   Possibility to Share Branded Materials with
- Possibility to Share Branded Materials with the Audience
- Post-Conference Documentation Package
- Delegate List



- 1 Delegate Pass
- 2-Day Access to all Summit Sessions
- Branded roll up display
- Discussions with Industry Experts and Peers - Complimentary Networking Dinner
- Post-Conference Documentation Package - Delegate List

Limited availability

3499 euro

# **699 euro**

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