

# 9<sup>TH</sup> PRICING & REVENUE MANAGEMENT SUMMIT

12-13 MARCH 2026

HOTEL EUROSTARS | BERLIN, GERMANY

**Register Now & Save € 300**

## CHAIR



**Kris Glabinski**  
VP Europe  
Aggregate  
Intelligence



**Arnaud Potiron**  
Group Pricing  
Transformation Director  
Michelin



## SPEAKER LINE-UP



**Aiken Thijssen**  
Lead Business  
Process Expert  
Philips



**Yvonne Pop**  
Director of UK and EU  
Pricing & Monetisation  
eBay



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



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



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



**Ozde Suslu**  
Global Head of Discounts  
& Promotions Controlling  
Triumph



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



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



**Katrin Wibmer**  
Head of B2B Pricing  
Swarovski



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



**Gianluca Agostoni**  
Value Access & Pricing Head  
Sanofi



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



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



# 9<sup>TH</sup> PRICING & REVENUE MANAGEMENT SUMMIT

12–13 MARCH 2026

HOTEL EUROSTARS | BERLIN, GERMANY

**Register Now & Save € 300**

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 AI-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



Friedrichstraße 99, 10117 Berlin, Germany  
+49 30 7017360 | [info@eurostarsberlin.com](mailto:info@eurostarsberlin.com)

**Speaking Sponsor**

**Buynomics**

## 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



AIR CANADA



Lufthansa



SCHENKER



...& MANY MORE!

[WWW.LUXATIAINTERNATIONAL.COM](http://WWW.LUXATIAINTERNATIONAL.COM)

This agenda is not for public distribution

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

09:50 AVAILABLE SPONSORSHIP SLOT



### Unlocking Profitability with AI-Driven Pricing & Revenue Optimization

Discover how leading companies are leveraging AI, 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 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.

**Arnav Sawhny**

Director - Strategic Pricing part of  
the Global Commercial Excellence team

**Robin Keus**

Senior Pricing Associate at the  
Strategic Pricing Center of Excellence

**Cargill**



11:00 Morning Coffee and Networking Break ☕

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 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

14:00 Case Study: 🔍

### Leveraging Digital Tools and AI for Global Pricing Excellence

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 AI and digital tools in global pricing – one success, one learning
- 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 AI Pricing negotiation AI tools such as Pactum AI and what they mean for pricing and commercial teams.
- How automated negotiations are shifting power dynamics and compressing deal cycles.
- 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  
**Linde**



15:20 Afternoon Tea and Networking Break ☕

15:40 Case Study: 🔍

### 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 PANEL DISCUSSION 🗣️

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

Operating model alignment, customer-centric revenue strategies, AI-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 pressures.

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**  
Vice President, Strategic Customer Pricing  
DHL Express



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



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 AI-Driven Promotions in Consumer Goods

- Embracing a crawl, walk, run, fly approach for AI-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

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 opportunities and optimize portfolio performance. \* TBC
- 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

zoetis

15:30 Chair's Closing Remarks and End of Summit

### Sponsorship, Exhibition & Speaking Opportunities

Partnering with Luxatia International means more than making the right contacts – it means being an insider, connected to the right people with the right level of influence, and being allied with a globally respected organization and leader within your industry.

To learn more about the benefits of sponsorship, exhibition and speaking opportunities and how to become more involved, please contact us [info@luxatiainternational.com](mailto:info@luxatiainternational.com)

# REGISTRATION FORM

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~~

**1195 euro**

For registration completed  
by **December 12th**

Promo Code

**Pricing300**

## ☐ Group 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~~

**1095 euro**

For registration completed  
by **December 12th**

Promo Code

**Pricing400**

## ☐ 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 the Audience
- Post-Conference Documentation Package
- Delegate List

**699 euro**

## ☐ Branding Package

- 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**

## DELEGATES

Name:

Position:

E-mail:

Name:

Position:

E-mail:

Name:

Position:

E-mail:

## CONTACT INFORMATION

Company:

Address:

City:

Postcode:

Phone:

VAT No:

Date:

Signature:

Save Time & Register Online

**HERE**

To find out more about sponsorship opportunities, please click **HERE**

## TERMS & CONDITIONS

By sending this form, I confirm that I have read and accepted the terms and conditions detailed below.

### Confirmation

We will confirm your participation after receiving signed registration form. All discounts can only be applied at the time of registration and discounts cannot be combined. Discounts for group registrations are only valid for the number of delegates specified on your booking form.

Prices for each event are correct at the time of publication. Luxatia International reserves the right to change the prices at any time but changes will not affect registrations which have already been confirmed by Luxatia International.

### Cancellation policy

You may substitute delegates at any time by providing reasonable advance notice to Luxatia International.

All cancellations received 60 business days or more before the event is held, this cancellation is subject to a registration fee up to 50% the value of the ticket per delegate. In case of canceling the registration later than 60 business days before the event is held, the paid amount cannot be refunded and the amount remains payable in full. In the event that Luxatia International cancels or postpones an event for any reason whatsoever, including but not limited to any force majeure occurrence, you will receive a credit for 100% of the contract fee paid. No refunds, partial refunds or alternative offers will be made and all pending amounts remain payable in case such situation.

Luxatia International is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. Luxatia International shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, pandemics, labor strike, extreme weather or other emergency. Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics.

### Copyright

All Intellectual Property rights in all materials produced or distributed by Luxatia International in connection with this event are expressly reserved and any unauthorized duplication, publication or distribution is prohibited.

More on Terms and Conditions at

<https://www.luxatiainternational.com/page/terms>

Learn about our Privacy Policy at

<https://www.luxatiainternational.com/page/privacy>

## CONTACT DETAILS

Victoria Weber

Marketing Director

[victoria.weber@luxatiainternational.com](mailto:victoria.weber@luxatiainternational.com)

00 (420) 775 717 730

[www.luxatiainternational.com](http://www.luxatiainternational.com)