In-Person & Online Passes Available

9TH PRICING & REVENUE MANAGEMENT SUMMIT

HOTEL EUROSTARS
BERLIN, GERMANY

12-13 March 2026

CHAIR

Kris Glabinski
VP Strategy
Aggregate Intelligence

SPEAKER LINE-UP

Ingo Reinhardt
Co-founder & Managing Director
Buynomics

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

Ekaterina 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

Karol Kuhl
Director Pricing, Analytics & BI
SIXT ride

Fernando Ventureira
Chief Executive Officer
Stratence Partners

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

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

Shabnam Shakeri
Director Strategic Pricing and Intelligence
PostNL

Alexander Godovits
Chief Financial Officer Catagories & Commercial Europe
PepsiCo

Noor Van den Hurk
Product Owner Pricing & Revenue Management
NS

Murat Derindere
Transformation Director
The Magnum Ice Cream Company

Joris Roosen
VP Business Excellence & Customer Experience
Yara International

In-Person & Online Passes Available

9TH PRICING & REVENUE MANAGEMENT SUMMIT

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 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.

Venue
Hotel Eurostars Berlin

Friedrichstraße 99, 10117 Berlin, Germany
+49 30 7017360 | info@eurostarsberlin.com

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

Diamond Sponsor: Stratence Partners — Strategy Optimization, Commercial Effectiveness & Pricing Excellence — A collaborating firm of Andersen Consulting

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:

- Business Finance
- Digital Products
- Demand Forecasting
- Commerce
- Financial Planning
- & Others!

- Business Finance
- Digital Products
- Demand Forecasting
- Commerce
- Financial Planning
- & Others!

Previous Attendees Include

AEGEAN, AIR CANADA, WYNDHAM HOTELS & RESORTS, AIRFRANCE, Lufthansa, DB SCHENKER, MERCK, Babbel, HYATT, L'ORÉAL, Boehringer Ingelheim, allegro, Mondelēz International, allegiant, BAT, Perrigo, reckitt, PM, mazda, EY, Royal Mail, IKEA, MARS Petcare, Henkel, VW, Starbucks, Nestlé, Sika, Booking, DELL, Shell, CM, Unilever

...& MANY MORE!

DAY 1
12 MARCH 2026

9TH PRICING & REVENUE MANAGEMENT SUMMIT

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

DIAMOND SPONSOR

From Strategy to Sustainable Competitive Edge
- Integrated decision framework
  - Strategy, pricing economics, and market execution.
- Proven transformation sequence
  - Early transparency, focused implementation, and scalable impact.
- Governed best practices at scale
  - Data, intelligence, and effective execution.
- Sustained performance by design
  - Measurable ROI discipline, ownership, adoption, and autonomy.

Fernando Ventureira
Chief Executive Officer
Stratence Partners

10:30 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

11:00 Morning Coffee and Networking Break

11:30 AVAILABLE SPONSORSHIP SLOT

SPONSORED 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.

12:00 Case Study:

Pricing: A Pivotal Component of Commercial Transformation
Our Commercial Transformation is a strategic shift designed to Empower our teams, Foster a data-driven, learning culture, Simplify complexity, Accelerate growth. We want every sales or marketing interaction to be purposeful, every price to reflect value, and every customer to feel understood.
Our integrated solution to enhance pricing and quoting performance plays a pivotal role in this commercial transformation.
No doubt that our approach to Pricing indeed is a core building block in this story and we address a variety of topics to implement smarter, scalable commercial processes: pricing & discounting structures, tooling, processes, training & change management.

Joris Roosen
VP Business Excellence & Customer Experience
Yara International

12:30 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

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

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

14:30 Case Study:

From Insight to Impact: How PepsiCo Builds and Uses Advanced Tools for Price Elasticity and Promotion Effectiveness
- Designing scalable, data-driven tools to measure price elasticity across brands, channels, and markets
- Translating elasticity insights into smarter list pricing, pack architecture, and promotional strategies
- Measuring true promotion effectiveness by separating volume lift, margin impact, and long-term brand effects
- Embedding analytics into commercial decision-making to align pricing, sales, and revenue management teams

Alexander Godovits
Chief Financial Officer Catagories & Commercial Europe
PepsiCo

15:00 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

15:30 Afternoon Tea and Networking Break

16:00 Case Study:

Transforming Revenue Growth Management for a "New" Company
Discover how we are building a tailor-made, future-fit Revenue Growth Management (RGM) capability for The Magnum Ice Cream Company from the ground up, following its carve-out from Unilever. This session explores how a newly independent organization can rethink RGM without legacy constraints—designing the right operating model, tools, governance, and ways of working to fuel sustainable growth. Learn how we are embedding RGM at the heart of commercial decision-making, balancing strategic ambition with executional pragmatism, and creating a scalable foundation that supports innovation, profitability, and long-term value creation in a dynamic marketplace.

Murat Derindere
Transformation Director
The Magnum Ice Cream Company

16:30 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

SPEAKING SPONSOR

Driving RGM Results in the Age of AI

Ingo Reinhardt
Co-founder & Managing Director
Buynomics

09:50 Case Study:

Starting a Movement in Sustainable Logistics — Powered by Pricing Innovation

DHL Group is committed to reaching Net Zero emissions by 2050 and DHL Express is already one of the world's largest buyers of sustainable aviation fuel. But scale alone doesn't spark a movement — smart pricing does. By transforming these sustainability investments into a pricing-led optional service, DHL created a model that makes it easy for customers to participate. They gain transparent Scope 3 emissions reporting, a genuine sustainable logistics claim and a commercial edge they can take straight to their own markets. This is where pricing becomes a strategic lever: accelerating adoption, funding cleaner logistics and turning sustainability from a cost conversation into a value story. It's a virtuous cycle that benefits the planet, strengthens DHL, and empowers every customer ready to lead the shift toward sustainable supply chains.

Graeme Aitken
Vice President, Strategic Customer Pricing
DHL Express

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

10:50 Morning Coffee and Networking Break

11:20 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

12:00 Case Study:

Implementing Value-Based and Multi-Tiered Pricing: Optimize Profitability and Loyalty by Charging What Truly Matters to Your Customers

• Overview: Pricing strategy of a premium component in the luxury apparel and accessories segment
• Switch from cost- to value-based pricing: Benefits and challenges overcome
• Client and channel differentiation and their pricing implications
• A multi-tiered pricing strategy to optimally balance profit and volume

Katrin Wibmer
Head of B2B Pricing
Swarovski

12:30 Case Study:

Introducing Dynamic Pricing In a Regulated Market

Noor will share how NS was able to introduce revenue management within the boundaries of its regulated prices, and how it turned out to be a very effective tool to increase revenue and steer demand. Also, she will share some valuable insights and lessons learned along the way.

Noor Van den Hurk
Product Owner Pricing & Revenue Management
NS

13:00 Business Lunch

14:00 Case Study:

From Cost-Plus to Competitive Edge: Building Intelligent, Value-Driven Pricing at Speed *

• Transform pricing from a back-office process into a strategic steering lever grounded in clear governance and value logic.
• Harness AI and predictive analytics to move from lagging indicators to forward-looking, real-time pricing decisions.
• Navigate uncertainty with dynamic pricing architectures that flex with demand, capacity, and customer behavior.
• Create sustainable revenue growth by aligning pricing models with customer value, loyalty, and long-term relationships.

Shabnam Shakeri
Director Strategic Pricing and Intelligence
PostNL

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

15:00 Case Study:

The SIXT ride Pricing Journey Continues

• SIXT ride is a global booking platform connecting customers to transfer services, chauffeur services, and ride-hailing across more than 700 markets worldwide. As part of the SIXT Group—renowned for premium car rentals—we partner with local transport providers and taxi & ride-hailing companies to deliver seamless mobility solutions.
• Pricing sits at the heart of our profitable growth strategy. To maintain our competitive edge, we've continuously evolved our pricing infrastructure: launching a next-generation pricing system in 2020, and introducing Python-powered semi-automated pricing capabilities in 2022. Today, we're exploring how AI can further enhance our pricing intelligence and operational efficiency.

Karol Kuhl
Director
SIXT ride

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

* TBC

Kris Glabinski
VP Europe
Aggregate Intelligence

Kris specializes in formulating business-based, technically advanced strategies for using revenue management, analytics, and large data sets to improve profits in an easy way. Kris combines general management and education with almost 30 years of experience in the tourism industry (airlines and hospitality), of which the last 15 he focused on the development of various revenue, e-commerce, or distribution start-up technologies.

Strong business and technology experience allows him to bring a holistic perspective to management that differs from traditional profit and loss oriented approaches. He understands well that while technology-based innovation is the right approach, challenges in the hotel world are also on the organizational and implementation side.

Author of numerous articles, speaker, presenter, and a fan of conspiracy theories.

Ingo Reinhardt
Co-founder & Managing Director
Buynomics

Ingo Reinhardt is the Co-Founder and Managing Director of Buynomics. Before founding Buynomics, Ingo spent nearly a decade at Simon-Kucher & Partners, where he advised leading global companies on pricing and commercial strategy. With a PhD in Economics from the University of Cologne and academic experience at the University of Oxford, he combines deep analytical expertise with practical business insight. Today, he helps RGM leaders gain a new perspective on how technology and data are reshaping the next generation of revenue growth management.

Noor Van den Hurk
Product Owner Pricing & Revenue Management
NS

Noor van den Hurk is Product Owner Pricing & Revenue Management at NS (Nederlandse Spoorwegen), the Dutch national railway company. She leads pricing strategy and revenue optimization for Europe's busiest rail network. Noor has over a decade of pricing experience across various industries and specializes in building innovative pricing models that balance commercial objectives with customer value and regulatory requirements.

Aiken Thijssen
Lead Business Process Expert
Philips

Aiken Thijssen is a 33-year-old professional, married with two children—a 6-year-old son and a 2-year-old daughter.

He began his career at IBM at the age of 20, where he established a pricing team and automat-ed quotations up to $250K. His expertise in pricing earned him an assignment in the U.S. as part of the Apple+IBM partnership. After 1.5 years, he returned to Hungary and successfully implemented Apple pricing across three different back-office centers.

In 2018, Aiken relocated to the Netherlands with his family and joined DPD Netherlands as a pricing lead. There, he built the pricing function from the ground up, refining cost structures, updating assumptions, and automating quotation processes. Seeking a new challenge, he transitioned to Philips Healthcare, where he took on the role of global lead performance. In this position, he developed a performance management framework with actionable KPIs and automated the generation of insights for all 17 markets and 9 business units, each with tailored presentations.

As CT pricing lead at Philips, Aiken established end-to-end service pricing for CT, covering everything from price setting to booking. Since January 2025, he has served as the global lead Business Process Expert for services, overseeing catalogue management, pricing, compliance, and commercial policy.

Fernando Ventureira
Chief Executive Officer
Stratence Partners

Fernando Ventureira, CEO of Stratence Partners, brings 35+ years of international experience advising CEOs and executive committees across all continents on large-scale Commercial Transformation, AI-Powered programs.

His expertise embeds strategy optimization, pricing excellence, and commercial effectiveness, with a strong focus on implementing measurable P&L impact. He is also recognized for supporting organizations with pragmatic AI-Powered solutions for data management, data science, and commercial execution systems.

Prior to Stratence Partners, Fernando held senior leadership roles including Partner, Senior Vice President, and Program Director at McKinsey, PwC, and Pricing Solutions.

Fernando is completing a PhD (Swiss Management Center), holds an MBA (Oxford), an MSc (ESCP), and a Diploma in Industrial Engineering (Paris School of Science & Industry), complemented by executive education in Strategy (Yale), Innovation (Harvard), Artificial Intelligence (MIT), Digital Transformation (Deusto), and Public Relations & Communication (Burson & Masteller).

As a recognized authority in Commercial Transformation, AI-Powered, he is a frequent speaker and chairman at leading international conferences and publishes articles and executive whitepapers regularly.

He works fluently in English, French, Spanish, and Portuguese, and is proficient in German, Italian, and Chinese.

Jeremy Noad
Global lead for Growth and Pricing
Linde

Dr Jeremy Noad is Global lead for Growth and Pricing for Linde plc, where he drives global pricing strategy, sales effectiveness, and growth productivity across 18 business units. He leads programmes on price setting, realisation, and contract renewal, using AI and advanced analytics to protect margins and unlock growth opportunities. Jeremy works with commercial leaders to embed value-based pricing, improve sales decision-making, and accelerate profitable growth. With over 15 years of international experience, he is passionate about building pricing excellence and enabling sales teams to succeed in competitive markets.

Yvonne Pop
Director of UK and EU Pricing & Monetisation
eBay

Yvonne Pop is Director of UK and EU Pricing & Monetisation at eBay, where she focuses on evolving pricing strategies to support customer value and marketplace growth. She has led initiatives to refine fee structures and promotions that enhanced sales volume and revenue performance, while building and scaling international teams. With more than 15 years of experience across e-commerce, financial services, and consulting, Yvonne brings a customer-centric perspective to monetisation, helping organisations align pricing with behavior and long-term business objectives.

Graeme Aitken
Vice President, Strategic Customer Pricing
DHL Express

With almost 30 years in DHL spread across various pricing/finance functions and geographic regions, Graeme currently heads up a Global team within Pricing, focused on maximizing value for their largest global customers via the creation of customized pricing proposals. This role also includes direct negotiations with C-suite decision-makers to ensure pricing maximizes value for both sides. With a strong background in data analytics, he also leads many yield management projects to ensure DHL is effectively balancing growth and profitability. In addition, he is a driving force in the move to sustainable logistics as the industry adapts to climate change.

SPOTLIGHT ON OUR SPEAKERS

Ozde Suslu
Global Head of Discounts & Promotions Controlling
Triumph

+15 years of experience in fashion apparel, consumer good and manufacturing. Expertise in business intelligence, FP&A, digital transformation and RGM. Passionate about sustainable revenue growth and intelligent decision making.

Murat Derindere
Transformation Director
The Magnum Ice Cream Company

Murat Derindere is a senior commercial leader with almost two decades of global experience in revenue growth, customer development, and transformation. Currently leading the standalone design of The Magnum Ice Cream Company, he previously drove global growth at Unilever and is a recognized speaker on revenue management and commercial strategy.

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

Recognized for achieving profitable growth by scaling pricing and go-to-market capabilities, successfully integrating digital solutions. Combines B2B industrial leadership at Henkel, Schneider Electric, Steelcase with consulting expertise from Simon-Kucher & Partners and an entrepreneurial track record, bridging strategy with hands-on execution.

Alexander Godovits
Chief Financial Officer Catagories
& Commercial Europe
PepsiCo

International, experienced Chief Financial Officer / Finance Executive. Lived and worked in 10 cultures across Europe, Asia, Middle East & Africa and America. Experienced in all financial areas, including CFO roles. Well versed in strategy development and business integration, classic finance activities like FP&A, controlling, accounting & reporting, treasury, cash flow improvement and tax; and beyond Finance like SAP implementation, outsourcing and zero-based-budgeting. Passion for developing high-performing teams.

Shabnam Shakeri
Director Strategic Pricing and Intelligence
PostNL

Shabnam Shakeri is a senior commercial leader with over two decades of experience in strategic pricing and revenue management. Her background is rooted in strategic pricing, where she has worked closely with leadership teams on value creation, trade offs, and long term commercial strategy. Over time, this work has naturally expanded into Revenue Management, focusing on how pricing decisions interact with capacity, demand behavior, and operational constraints.
She specializes in helping organizations move from short term, reactive decision making to building Revenue Management as a deliberate, long term strategic capability embedded in leadership and governance.

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

Robin Keus is a Senior Pricing Associate at the Strategic Pricing Center of Excellence, where he drives pricing insights and market economics initiatives to support commercial teams across Cargill. He is passionate about developing pricing capabilities, enabling knowledge sharing, and optimizing pricing processes for high-impact commercial opportunities.

Karol Kuhl
Director Pricing, Analytics & BI
SIXT ride

Analytics leader with statistics & econometrics background, PhD in economics and 30 years of international experience in marketing research & market intelligence, retail analytics, loyalty programs, CRM, pricing & yielding, advanced analytics, data commercialization, data management, business intelligence & reporting, insights delivery & automation, forecasting & planning. Managed analysts and analytical teams, worked in different organizations – from academia, through start-ups to multi-national corporations, across several industries – from retail through beauty, pet food, to mobility. Currently responsible for pricing, analytics & BI at SIXT ride.

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

Arnav Sawhny is Director - Strategic Pricing part of the Global Commercial Excellence team at Cargill. He is responsible for driving strategy and improving pricing maturity across the Food Solutions & Protein enterprise. Key focus areas include successfully deploying target operating models and large deal & negotiation excellence capabilities to drive growth and enhance change management.

Katrin Wibmer
Head of B2B Pricing
Swarovski

Katrin builds on a profound and multi-year experience in pricing and currently leads the global B2B pricing team of Swarovski. She has successfully defined and implemented pricing strategies & policies for a wide range of product types (including components, semi-finished & finished goods), markets and customer segments, as well as project and collaboration pricing. Holding a PhD in finance, Katrin is currently based in Swarovski's headquarters in Austria, enjoying the beauty of the Tyrol region while working in the multi-stakeholder international environment of a world-renowned luxury brand.

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

Alexandre has a background in the sports, retail, and digital sectors, where he has built a strong track record in commercial leadership and category strategy across several European markets. His expertise includes pricing architecture, revenue growth management, value creation, and assortment optimization, supported by strong analytical and negotiation skills. He now focuses on operating-model design and transformation initiatives aimed at strengthening pricing excellence, scaling revenue-growth levers, and enhancing long-term business performance.

Joris Roosen
VP Business Excellence & Customer Experience
Yara International

Joris Roosen is an accomplished business leader with over 25 years of international experience in pricing strategy, commercial excellence, and customer experience across logistics, chemicals, and industrial engineering sectors. As Vice President Business Excellence & Customer Experience at Yara, Joris spearheads strategic initiatives that transform sales and marketing capabilities, enabling profitable growth and enhancing customer journeys.
Known for his ability to translate complex data into actionable strategies, Joris has led high-impact operational & strategic transformations at global companies including DHL, TNT, AkzoNobel, and Ingersoll Rand. His expertise spans value-based pricing, margin management, go-to-market strategy, and commercial process optimization.
Joris brings a pragmatic, people-oriented approach to leadership, with a passion for structured execution and cross-functional collaboration.

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- 2-Days Summit + Workshop
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- Post-Conference Documentation Package
- Delegate List

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DELEGATES

1

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Position:

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2

Name:

Position:

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3

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