

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

12-13 MARCH 2026

HOTEL EUROSTARS | BERLIN, GERMANY

Register Now & Save € 300

CHAIR



**Kris Glabinski**  
VP Strategy  
Aggregate Intelligence




**Fernando Ventureira**  
Chief Executive Officer  
Stratence Partners



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 Sulu**  
Global Head of Discounts & Promotions Controlling  
Triumph



**Karol Kuhl**  
Director Pricing, Analytics & BI  
SIXT ride



**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 Categories & 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



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

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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

## Take a Look at the Past Edition



## Venue

### Hotel Eurostars Berlin



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

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**Stratence Partners**  
Strategy Optimization, Commercial Effectiveness & Pricing Excellence

A collaborating firm of Andersen Consulting

**Speaking Sponsor**

**Buynomics**

## 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!

## Previous Attendees Include



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...& MANY MORE!

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



### 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



### 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 Categories & 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



**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

# SPOTLIGHT ON OUR SPEAKERS

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



**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 automated 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

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**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.

# REGISTRATION FORM

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## 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 **February 6th**

Promo Code  
**Special300**

## 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

1 Name:

Position:

E-mail:

2 Name:

Position:

E-mail:

3 Name:

Position:

E-mail:

## CONTACT INFORMATION

Company:

Address:

City:  Postcode:

Phone:  VAT No:

Date:

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

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