

1. **Tracy Allery**, Director, Marketing Procurement Business Partner, **Nestle**
2. **Raghu Seshadri**, Global Head of Sourcing, **Tesco**
3. **Ekaterina Agafonova**, Strategic Sourcing Director Commerce & Business Services, **HEINEKEN**
4. **Miriam Limbach**, VP Marketing Procurement, **Bayer**
5. **Thomas Holzapfel**, VP Head of Marketing Procurement, **Bayer Health Care**
6. **András Mohos**, Senior Global Director, Marketing & Sales Procurement, **Carlsberg Group**
7. **Philippe Duvivier**, Purchases Director, Marketing & Global Creative Agencies, **Procter & Gamble**
8. **Anais Alexandre**, Director Procurement, Marketing & Events, **Nike**
9. **Claire Thibault**, Indirect Procurement Executive Director Brand & Consumer Facing, **The Estée Lauder Companies**
10. **Nina Levandovskaia**, Global Procurement Director, Category Lead Agencies, Media & Digital, **Teva Pharmaceuticals**
11. **Christopher Kredo**, VP Procurement Global Demand, **Mars**
12. **Joris van den Berg**, Senior Director Global Media, Digital & CMI Procurement, **Coty**
13. **Cesar Garza-Rosales**, Global Procurement Lead, Sales & Marketing, **Danone**
14. **René Sánchez Jessen**, Senior Director, Partner Management & Production, **Lego**
15. **Brioney Moore**, NPS Global Category Lead Marketing Agencies, **RB**
16. **Adam Barr**, Global Category Lead, Marketing Content, **Nestlé**
17. **Lenka Laurinova**, Global Category Manager, Marketing-Agency Production, **Carlsberg Group**
18. **Gonda Vanzwijgenhoven**, Global Procurement Director, Marketing & Media, **RB**
19. **Rob Williamson**, Procurement Manager - Marketing and Advertising Technology, **Asda**
20. **Tom Ashby**, Global Lead, Media & Marketing Procurement, **ekaterra**
21. **Claus Schiko**, Global Procurement Manager, Media & Martech, **JACOBS DOUWE EGBERTS**
22. **Natascia Calo**, Senior Procurement Manager Marketing, **Burberry**
23. **Thomas Jahn**, Senior Procurement Category Manager, Marketing, **Arla Foods**
24. **Maria Antonova**, Global Procurement Lead, Advertising Agencies, **Teva**
25. **Deaneesha Govender**, Global Strategic Sourcing Manager, Sales & Marketing, **Intel Corporation**
26. **Jérémy Jayne**, Senior Marketing Procurement Category Manager, Global Media, **Wella**
27. **Carlota Ibáñez Moreno**, Regional Procurement Manager, Marketing Content, EMENA, **Nestlé**
28. **Julie Katz**, NPS Global Category Buyer – Digital, **RB**
29. **Agnese Ikse**, Lead Buyer Marketing, **Zalando**
30. **Chloe Gallagher**, Marketing Buying Manager, **Asda**
31. **Carl Ferrand**, Head of Procurement, Marketing & Business Services, **Specsavers**
32. **Philipp Schuster**, Agency & Marketing Partnerships Lead, Global Strategic Marketing, Consumer Health, **Bayer**
33. **Arnaud Thoni**, Global Category Lead, Trade Marketing, **Heineken**
34. **Conor MacAdam**, Senior Category Manager Marketing, **Co-op**
35. **Rachel Wentzel**, Director Global Marketing Procurement, **Adidas**
36. **Leanne McCabe**, Procurement Manager, Brand Marketing & Communication, **Virgin Money**
37. **Joanna Burnage**, Procurement Team Manager, **Volkswagen Group**
38. **Balázs Endre Tóth**, Global Category Manager Marketing, **Deutsche Telekom**
39. **Asvinder Kaur**, Global Procurement Manager, Brands & Communication, **Shell**
40. **Head of Marketing Procurement**, **Unilever**
41. **Stefan Jeltsch**, Head of Indirect Procurement, Marketing and Sales, **Muller**
42. **Richard Rastall**, Global Category Buyer Marketing, **Imperial Brands**
43. **Jamie Yeatman**, Category Manager Brand & Communications, **Shell**
44. **Sergiusz Szacki**, Indirect Procurement Manager Europe, Media & Marketing, **Liberty Global**



45. **Sarah Philips**, Global Head of Marketing Procurement, **Diageo**
46. **Torsten Lehmann**, Global Category Manager, Media & Marketing, **Pandora**
47. **Jasmine Wang**, Global Indirect Procurement Strategic Director - Marketing Category, **Philips**
48. **Amy Redford**, Global Marketing Procurement Lead, EMEA, **eBay**
49. **Andre Salord**, Strategic Partnerships Senior Director for Marketing and Communications, **Walgreens Boots Alliance**
50. **Polina Kropacheva**, Procurement Category Director, Point of Sale Materials, **Bacardi**
51. **Metteo Consonni**, Global Strategic Category Lead – Corporate Services, **Corning (TBC)**
52. **Linda Bijl**, Head of Indirect Procurement, **Rituals**
53. **Mark Evans**, Marketing Director, **Direct Line Group**
54. **Duarde Garrido**, Global Head of Social Media, **Coca-Cola**

Guest Speakers

- Stephen Woodford, CEO, **Advertising Association**
- Sharon Lloyd Barnes, Commercial Director, **Advertising Association**
- Ali Hanan, Founder & CEO, **Creative Equals**
- Jo Fenn, Project Director, **Adgreen**
- David Loseby MCIQB Chartered, FAPM, FCMI, FCIPS Chartered, FRSA