

Composable Storefront

AGENDA AID

A Build a Fast, Flexible Experience with Composable Storefront

Tuesday, Sep 12 12:30pm - 1:30pm PDT

In this show and tell, we'll walk through how to quickly spin up a new experience with the React starter store, deploy changes in the Managed Runtime, and integrate with Page Designer.

Terrance Grahn, Salesforce. **Ryan Rubis**, Columbia Sportswear Company. **Nathan Marcus**, Salesforce.

Marketing/Commerce Workshop (South, Lodge Village)

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B Retail's AI Revolution: How GPT is Transforming Shopping

Tuesday, Sep 12 3:30pm - 4:10pm PDT

Discover the game-changing influence of generative AI on shopping and retail. Explore GPT's impact on productivity, consumer experiences, and more in marketing, commerce, service, and stores.

Rosa Moss, Salesforce. **Michael Richards**, Salesforce. **Sydney Williams**, Salesforce. **Julia Napolitano**, Salesforce. **Olivier Tricot**, Ahold Delhaize. **Matt Marcotte**, Salesforce. **Rob Garf**, Salesforce.

Room 2014 (Moscone West, Level 2)

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C Commerce Implementations: Best Practices and Lessons Learned

Tuesday, Sep 12 4:30pm - 5:10pm PDT

Hear how Commerce Cloud customers define project scope and success criteria, select the best-fit storefront and architecture, manage project governance and resourcing, and plan for post-live success.

Joseph Baldini, Public Storage.

Commerce Roundtables (Mnorth, Lodge Village)

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[Check Out the Corresponding Webinar Here](#)

D

Commerce Keynote: Automate Growth with the #1 AI Platform

Wednesday, Sep 13 9:30am - 10:20am PDT

Learn how companies drive growth with commerce innovations that elevate merchant productivity, unlock service center revenue, automate sales reordering, and redefine business purchasing with AI.

Luke Ball, Salesforce. **Kelly Thacker**, Salesforce. **Meredith Flynn-Ripley**, Salesforce. **Michael Affronti**, Salesforce. **Pier Paolo Tamma**, Pirelli&C.

Keynote Room (Level 3, Moscone West)

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E

5 Ways to De-risk Composable Commerce with Hybrid Storefronts

Wednesday, Sep 13 12:00pm- 12:20pm PDT

Going headless doesn't have to be a big, risky undertaking. Discover five ways to accelerate the time to value and minimize the cost of a headless commerce transformation.

Andrew Lawrence, Salesforce.

Yellowstone Theater (Moscone West, Level 2)

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F

How VF Corp Unified a Multi-Brand Ecosystem with Headless

Wednesday, Sep 13 12:30pm - 12:50pm PDT

Dive into this multisite composable platform migration featuring a robust new RefApp, B2C Commerce, Marketing Cloud, and MuleSoft — enabling flexibility with enhanced governance and efficiencies.

Andrew Leibowitz, Astound Commerce. **Kyle Montgomery**, Astound Commerce

Yellowstone Theater (Moscone West, Level 2)

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G

Supercharge Commerce Growth with Trusted Data and Gen AI

Wednesday, Sep 13 2:00pm - 2:40pm PDT

ChatGPT did not write this—yet. Learn how Commerce GPT and Data Cloud bring the power of generative AI to your commerce business, powering growth and productivity at scale.

Mike Cain, Salesforce.

Room 2000 (Moscone West, Level 2)

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[Check Out the Corresponding Webinar Here](#)



Composable Commerce Best Practices & Lessons Learned

Wednesday, Sep 13 1:30pm - 2:10pm PDT

Join an interactive discussion to explore composable commerce best practices & lessons learned. One luxury brand will share how they're unlocking flexibility and performance with Composable Storefront.

Eric Lessard, Salesforce.

Commerce Roundtables (Mnorth, Lodge Village)

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The Path to Composable Commerce for SFRA & SiteGen Customers

Thursday, Sep 14 9:30am - 9:50am PDT

Find out how Commerce Cloud customers are leveraging Composable Storefront to modernize their experience and go headless in phases to minimize any risk, maximize flexibility, and improve performance.

Nathan Marcus, Salesforce.

Theater Four (Campground, Moscone South)

[Click Here for More Information](#)



Unlock Success in Grocery with Composable Commerce

Thursday, Sep 14 10:00am - 10:40am PDT

Hear how this grocery customer is unlocking flexibility and performance with Commerce Cloud's Composable Storefront and composable commerce ecosystem.

Stephen McCartney, Iceland Foods.

Commerce Roundtables (Mnorth, Lodge Village)

[Click Here for More Information](#)



Commerce Implementations: Best Practices and Lessons Learned

Thursday, Sep 14 11:00am - 11:40am PDT

Hear how Commerce Cloud customers define project scope and success criteria, select the best-fit storefront and architecture, manage project governance and resourcing, and plan for post-live success.

Joseph Baldini, Public Storage

Commerce Roundtables (Mnorth, Lodge Village)

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Supercharge Commerce Growth with Trusted Data and Gen AI

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Mike Cain, Salesforce.

Room 2005 (Moscone West, Level 2)

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Generative AI 101 for Retail

Thursday, Sep 14 1:00pm - 1:40pm PDT

Join industry trailblazers as we discuss how generative AI will revolutionize retail operations, scale real-time personalization, and unlock the ability to connect with shoppers in a whole new way.

Alex Drinker, Salesforce. Olivier Tricot, Ahold Delhaize. Gordon Evans, Salesforce.

Room 2011 (Moscone West, Level 2)

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Build a Fast, Flexible Experience with Composable Storefront

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Terrance Grahn, Salesforce. Ryan Rubis, Columbia Sportswear Company. Nathan Marcus, Salesforce.

Marketing/commerce Workshop (South, Lodge Village)

[Click Here for More Information](#)



How to Maximize ROI and Minimize Risk of Headless Commerce

Thursday, Sep 14 2:00pm - 2:40pm PDT

Hear how this Commerce Cloud customer went headless with the Composable Storefront to minimize risk, unlock flexibility, improve website speed, and ultimately drive revenue growth.

Alexandra Dinsdale, Sweaty Betty. Andrew Lawrence, Salesforce. Eric Lessard, Salesforce.

Room 3016 (Moscone West, Level 3)

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[Check Out the Corresponding Webinar Here](#)