

ALL TIMES ARE IN EASTERN STANDARD TIME.

10:00 AM-11:00 AM	<p>Keynote: The Art and Science of a Great Customer Experience Jon Picoult, Founder and Principal, Watermark Consulting</p> <p>State of the Marketplace & Conference Kick-Off James Thomson, Co-Founder, Prosper Show; former Amazon Insider</p>			
11:30 AM-12:00 PM	<p>Tax Ramifications for Sellers Two Years After Wayfair Michael Fleming, CEO, Sales Tax and More</p>	<p>Build Brand Loyalty on Amazon (and Beyond): Seven Touchpoints for Private Label Sellers Meny Hoffman, CEO, Ptex Group</p>	<p>The Game Plan to Scale and Sell Your Business: From Today to Your Biggest Payday Scott Deetz, Founder, Northbound Group</p>	<p>Breaking Prime Day Insights -Sponsored by Teikametrics Andrew Waber, Director of Insights, Teikametrics</p>
12:15 PM-1:00 PM	<p>Lunch and Learn Activity: Test Your Amazon IQ - Sponsored by Teikametrics</p>			
1:30 PM-2:15 PM	<p>The Latest Amazon Enforcement Issues We All Need to Understand (Seller Performance)</p> <ul style="list-style-type: none"> - Peter Kearns, Vice President of Amazon, Blue Wheel Media; former Amazon Insider - Chris McCabe, eCommerce Consultant, ecommerceChris; former Amazon Insider - Cynthia Stine, President, eGrowth Partners 			
2:30 PM-3:00 PM	<p>Inside the Mind of a Buyer: What I Learned Acquiring Eight Amazon FBA Businesses In 75 Days Richard Jalichandra, General Partner, Incline Capital Investments LLC</p>	<p>Pressure Testing Sales Growth Goals Using Data Amazon Already Provides Jeff Cohen, CMO, Seller Labs</p>	<p>Extend Your Brand Into Brick and Mortar Channels Emilie Cauty, Founder and Principal, Re:Launch</p>	<p>Increase Profits by Minimizing and Getting Reimbursements Using Data Analytics Sponsored by GETIDA Yoni Mazor, COO and Co-Founder, GETIDA</p>
3:30 PM-4:00 PM	<p>You Are Thinking About Selling Your Amazon Business, Now What? : Tips, Tales and Tactics From the Inside for Selling Your Business - Sponsored by Boosted Commerce Adam Epstein, Head of M&A, Boosted Commerce</p>	<p>Advanced Amazon Advertising Structure: The Multi-Year Plan Joseph Hansen, Founder and CEO, Buy Box Experts; Co-Founder, Prosper Show</p>	<p>The Value of a Proper IP Strategy on Amazon: From Product Launch to Exit Rich Goldstein, Goldstein Patent Law</p>	<p>Hot Topics Meetups #1 These breakout group sessions are opportunities to network and learn from your peers and experts in facilitated meetups.</p>
4:15 PM-4:30 PM	<p>Happy Hour and Trivia Contest Sponsored by GETIDA Hosted by: Yoni Mazor, COO and Co-Founder, GETIDA</p>			

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10:00 AM-10:45 AM	Coffee Hour and Jeopardy - Sponsored by GEMBAH Hosted by Henrik Johansson, CEO, GEMBAH			
11:00 AM-11:30 AM	<p>The Cost of Private Label Sellers Ignoring Their Product Compliance Responsibilities Just Got a Lot Larger- What Now? Rachel Greer, Founder and Managing Partner, Cascadia Seller Solutions; former Amazon Insider</p>	<p>What Got You to Seven Figures Won't Get You to Eight Figures - How to Use Financial and Operational Tyler Jefcoat, CEO, Seller Accountant, LLC</p>	<p>When Black Hats Attack: Teaching Sellers to Defend Their Amazon Accounts and Brands <ul style="list-style-type: none"> Chris McCabe, eCommerce Consultant, ecommerceChris; former Amazon Insider Leah McHugh, Digital Marketing Expert, ecommerceChris </p>	<p>Sell Your Business for Maximum Gain: A Seller's Essential Guide to Buyers and Acquisitions -Sponsored by Thrasio Ken Kubec, Vice President, Acquisitions, Thrasio</p>
12:00 PM-12:30 PM	<p>How New Product Creation Increases Company Valuation - Sponsored by GEMBAH Henrik Johansson, CEO, GEMBAH</p>	<p>Practical Tools for Avoiding Copyright and Trademark Violations on Amazon Yael Cabilly, IP and eCommerce Attorney, Cabilly & Co.</p>	<p>Product Review Strategies to Boost Reviews by 40% Paul Rice, Director of Marketing, eComEngine</p>	<p>12:00 PM - 12:45 PM Seller Panel: AmazonB2B Platform <ul style="list-style-type: none"> Brian Semling, Founder, CEO, Owner, Brian's Toys Dan Lambrecht, Gearhead Mania Dov Sassoon, Senior Vice President, Maxxima Jason Boyce, Founder and CEO, Avenue7Media, LLC </p>
1:00 PM-1:30 PM	<p>Hot Topics Meetups #2 These breakout group sessions are opportunities to network and learn from your peers and experts in facilitated meetups.</p>	<p>How AI Works for Amazon Advertising During the 2020 Holiday Season Franz Jordan, CEO, Sellics</p>	<p>Use Video to Solve Your Biggest Challenges on Amazon Patrick Tedjamulia, Founder and CEO, Videopeel</p>	<p>1:15 PM - 1:30 Accounting and Maximizing Profits: Don't Wait Until Next Month for Your Accountant to Tell You if You Made Money Today - Sponsored by MarginDriver Patrick McGreevy, CEO and Co-Founder, MarginDriver</p>

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2:00 PM- 2:30 PM	Working With the Black Box of Amazon Ads: Controlling Search Terms Dierk Demers, Manager of Ad Strategy and Partner Support, Helium 10	Find and Negotiate With Your Factory's Sub-Suppliers Nathan Resnick, CEO, Sourcify	Proven Recipes for Scaling to \$10M Parag Mamnani, Founder and CEO, Webgility Inc.; former Amazon Insider	Conversion Rate Secrets of High-Performing Amazon Listings -Sponsored by Page.One Keith O'Brien, CEO and Founder, PAGE.ONE
3:00 PM- 3:30 PM	Tear Down Amazon Listings - Best Practices to Follow for Private Label Brands - Emma Tamir, Owner and Marketing Expert, Marketing By Emma - Joseph Hansen, Founder and CEO, Buy Box Experts; Co-Founder, Prosper Show	Automation Tools and an Owner and Marketing Expert Advanced Crash Course on How to Use Them Will Christensen, Co-Founder, DataAutomation	The Chatbot Ranking and Review System for Private Label Amazon Sellers Michelle Barnum Smith, Amazon Chat Bot Expert, Your Marketing Therapy	Accelerate Your Business With A Simple Turnkey eCommerce Solution – Sponsored by Magento
4:00 PM- 4:30 PM	Making Google a Platform for Marketplace Sellers John Kennard, Strategic Partnership, Shopping, Google	The Advertising Price of Product Launch: Costs and Strategies for Getting to Page On John Shea, Chief Growth Officer, Teikametrics	Advanced eCommerce Accounting Techniques to Attract Investment Funding and Higher Exit Valuation Brittany Brown, CEO, LedgerGurus	
4:45 PM- 5:00 PM	Closing Remarks - James Thomson, Co-Founder, Prosper Show; former Amazon Insider - Joseph Hansen, Founder and CEO, Buy Box Experts; Co-Founder, Prosper Show			