RETAIL REBOOT SUMMIT 2025

TRANSFORMATION POWERED BY COLLABORATION

IMAGES RetailME
Faculty of Retail Intelligence Initiative

MAY 15, 2025
JW MARRIOTT HOTEL MARINA, DUBAI

Where Disruptors Meet Decision-Makers.
And the Future of Retail Tech & Marketing Takes Shape.

AGENDA

9:00 AM – 10:00 AM
THE ORIENTATION
#InsightFromThePodium

The opening chapter of your Retail Reboot Summit journey. From session spotlights to tech showcases, this is your first glimpse into the conversations, connections and insights that will shape the day.

10:00 AM -10:05 AM
IMAGES SOLOx

Stories | Opinions | Learnings | Outcomes

Each leader has a story.
A journey of triumphs and challenges.
SOLOx speakers share these stories of change.
A chance to learn and be inspired

RETAIL BREAKTHROUGHS:
Stories Shaped by Technology

RAJESH GARG
Group Chief Financial Officer & Chief Sustainability Officer
Landmark Group
Omnichannel Retailer

10:05 AM – 11:00 AM
CIO SUMMIT
#TheStackBehindTheStore

The CIO Summit gathers technology leaders, operations experts and digital architects to dissect the systems and solutions driving retail efficiency, agility and growth.

AHMAD YOUSRY
Co-Founder and CEO
Rabbit
Grocery Ecommerce Platform

BAPPADITYA BANERJEE
Director - Business Transformation
Brands For Less Group
BFL GROUP
Value Retailer

DARINE EL SABBAGH
General Manager E-commerce & OmniChannel
Chalhoub Group (FACES)
Omnichannel Retailer

DEBDATTA BAGCHI
Head of Information Technology
Ajmal Perfumes
Fragrance Retailer

MOHAMMAD NOOHU
Associate Director-IT
Union coop
Supermarket Chain

RAJESH GARG
Group Chief Financial Officer & Chief Sustainability Officer
Landmark Group
Omnichannel Retailer

RAHUL MEHTA
Digital Energy Vice President Middle East & Africa
Schneider Electric
Global Industrial Technology Leader

RUSHIKESH BHATT
Head - Information Technology & Business Excellence
Eros Group
Consumer Electronics Retailer

SÉDAT FIRAT
Chief Digital Officer
Flormar
Beauty & Cosmetics Retailer

SUMIT ROY
Chief Information Officer
Jumbo Electronics Ltd
Consumer Electronics Retailer

Moderator
ADAM DOCRAT
Head of IT (UAE & Ireland)
Chemist Warehouse UAE
Pharmacy Retail Chain

11:00 AM – 11:05 AM
KEYNOTE
RETAIL 4.0:

Redefining Success Through High-Performance, Resilient and Responsible Retail Ecosystems

ELIAS MILES
Retail Segment Director
Middle East & Africa
Schneider Electric
Global Industrial Technology Leader

11:05 AM – 12:00 PM
AI ROUNDTABLE
#PoweringThePossible

This roundtable brings together the minds shaping retail's AI evolution to exchange hard-earned insights, debate real-world challenges and reimagine what's possible. From operations and engagement to learning and leadership.

ADRIANO SILVA
Head of Growth- MEA & APAC
VTEX
Global Commerce Platform

ANAND PADMANABHAN
Senior Account Manager
Zebra Technologies
Payment Solutions Enabler

AHMED HUSSAIN
Co-Founder & Chief Innovation Officer
RetailGPT
Phygital AI Enabler

BINOO JOSEPH
Chief Information Officer
Cenomi Group
Omnichannel Retailer

DR. ANKUR NARANG
Associate Vice President - Innovation and Transformation
Apparel Group
Omnichannel Retailer

KARTIK BHATT
Chief Digital Officer
MECL (Sony, Hitachi, PSS)
Consumer Electronics Retailer

KUNAL WADHWANI
Chief Human Resources Officer
Choithrams
Supermarket Chain

MURALI KRISHNAN
Chief Human Resources Officer
Jumbo Group
Consumer Electronics Retailer

MUSKAN GUPTA
Head of Marketing UAE
FirstCry Arabia
E-commerce Platform

MUSTAFA KHANWALA
Founder and CEO
MishiPay Ltd.
Retail Payment Tech Enabler

RUPAM BHATTACHARJEE
Co-Founder & CEO
WaysAhead Global
Retailers' AI Agent

Moderator
VISHAL KAPIL
Chief Technology Officer
Mair Group
Investment Group - Food Industry & Communities

AURELIEN CUELLAR
Director Technology Omnichannel Operations
Chalhoub Group
Omnichannel Retailer

12:00 PM - 12:05 PM
IMAGES SOLOx

Stories | Opinions | Learnings | Outcomes

Each leader has a story.
A journey of triumphs and challenges.
SOLOx speakers share these stories of change.
A chance to learn and be inspired

RETAIL BREAKTHROUGHS:
Stories Shaped by Technology

12:05 PM – 1:30 PM
IMAGES RetailME TOWNHALL

An open, honest conversation, led by the IMAGES RetailME Tech & Innovations Advisory Board around how technology is reshaping the retail landscape in 2025 and beyond.

RetailME TECH & INNOVATIONS Advisory Board

ALFRED JAMES
DEPUTY GENERAL MANAGER GROUP E-COMMERCE
LULU RETAIL

AURELIEN CUELLAR
DIRECTOR TECHNOLOGY OMNICHANNEL OPERATIONS
CHALHOUB GROUP

JONATHAN FLENDER
VICE PRESIDENT - DIGITAL & OMNI
GMG

MOHAMMED BELKHAYATTE
CHIEF TRANSFORMATION OFFICER
BINDAWOOD HOLDING

PANKAJ MORE
GROUP CHIEF INFORMATION OFFICER
APPAREL GROUP

RAJESH GARG
GROUP CHIEF FINANCIAL OFFICER & CHIEF SUSTAINABILITY OFFICER
LANDMARK GROUP

SADIQUE AHMED
FOUNDER
RETAILGPT

SANTOSH SHETTY
CHIEF INFORMATION OFFICER
LIWA TRADING ENTERPRISE

RetailME TOWNHALL Speakers

ADAM DOCRAT
Head of IT (UAE & Ireland)
Chemist Warehouse UAE

AHMED EL SHERIF
Sr. Business Development Manager
Lenskart

AJAY PRAKASH
Head of Product
Lenskart Middle East

ANAMIKA PRIYADARSHI
Chief Marketing Officer
Jashanmal Group

ANN THOMAS
Founder
The Craft Safari

ARUNACHALAM PALANIAPPAN
Chief Technology Officer
Choithrams

BASMA CHIERI
Founder
Etika Jewels

DARINE EL SABBAGH
GM E-commerce & OmniChannel
Chalhoub Group (FACES)

DEEPTHI JOYAU
Founder
Only Ethikal

DIVYANG THAKUR
Retail Operations
TATA Group MENA

GHANIM S. ALSUWAIDI
General Manager
Mémoire Jewellery

HARIS MUMTAZ
Group Head of Marketing & Growth
Alrais Group

INSIYA SHAHNA
Sr. Marketing Manager
Sharaf DG

JATIN KALRA
VP
Apparel Group

MAHMOUD SHAMROUKH
Marketing Manager
Al Othaim Entertainment

MAHMOUD WASEFY
Head of Marketing
Aljazera Markets

MARIA DODERO
General Manager Marketing
Lenskart

MAYA ABDO
Co-Founder
Outborn Generation

MOHAMMAD ALGOHARY
Head of Media & Franchise Marketing
Barn's

MOHAMMAD ATTIA
Chief Executive Officer
GroundControl Entertainment

NADIM MOUALLEM
Head of IT
Al Mana Fashion Group
Sports Division

RAMY KHAFAGY
Chief Marketing Officer
Swiss Corner

RASHMIKANT DHANRAJELLU
AGM Marketing
Danube Home

RITA JIVANI
Founder
Purple Swan

SAEED GHANEM AL SUWAIDI
Chief Executive Officer
Mémoire Jewellery

SHAUKAT ALAM
Head of E-commerce
MedX Pharmacy

AND MANY MORE...

2:30 PM – 3:30 PM
MARTECH SUMMIT
#TheWhyBehindTheBuy

The MarTech Summit brings together MENA retail's sharpest marketing practitioners to deep-dive into the shifting science of engagement, from purchase paths to purpose-driven positioning.

ANA ELISA SEIXAS
Head of Marketing
Middle East, Africa & India
New Balance
Sports Footwear & Apparel Retailer

BHAVANA GUPTA
Head-Marketing & Communication
Royal Furniture Group
Home Furniture Retailer

JACK XU
Director of Overseas Business
FancyTech
Marketing AI Enabler

KETAKI SHAH
Head of Marketing
Foodmark & Citymax Hotels (Landmark Hospitality)
Hospitality Division

MARC JEFFREY
Chief Technology & Operations Officer
The Giving Movement
Apparel & Fashion Retailer

PRABIN VARGHESE
Head of Marketing & Digital Business
DOCIB Healthcare
Health & Wellness Retailer

ROHIT BHARATI
Founder & Creative Director
Tidding
Digital Creator

SYED AMEER
Brand Lead
FNP
E-commerce Gifting Retailer

VSEVOLOD SAMSONOV
Chief Marketing Officer Global Markets
Flowwow
Gifting Marketplace

Moderator
LUBNA FORZLEY
Founder and CEO
Stories
Coaching Platform

3:30 PM – 3:40 PM
KEYNOTE
FROM IMAGINATION TO DESIGN, AT THE SPEED OF AI

Fast-tracking Garment Fashion Design and Cataloguing with Gen AI

DHARMENDRA MEHTA
Managing Director MEA
Fynd
Retail Tech Solutions

3:40 PM – 4:30 PM
RETAIL OPERATIONS ROUNDTABLE
#OpsMinusTheOops

This roundtable brings together leaders from marketing, in-store operations, customer experience and tech to explore how connected operations turn strategy into seamless execution—amplifying efficiency, elevating experience and driving measurable growth.

ADITYA SINGH
Head of Planning & Merchandising
Splash Fashions (Landmark Group)
Omnichannel Retailer

AHMED DAABOUL
Senior Account Executive GCC
Zebra Technologies
Payment Solutions Enabler

AIISCHA FOX
Head of Visual Merchandising
Eyewa
Eyewear Retailer

AMER ALKATHIRI
Head of AI
Barn's
Coffee Chain

MAHMOUD ELFEKY
Vice President Retail - Middle East
Lenskart
Eyewear Retailer

NASNA KIZHEKEDATH
Marketing Head - Digital, E-commerce & Performance
Luxury Goods Trading Company
Omnichannel Retailer

RACHNA GOPALAN
CRM Specialist
Lals Group
Omnichannel Retailer

SHERIF ELDEBAWY
Vice President - Leisure & Entertainment
Al Ghurair Properties (GLITCH)
Leisure & Entertainment

Moderator
DANIEL JOSE
Innovation & Training/Marketing Manager
The Little Things
Collectible & Pop-culture Retailer

*Timings subject to change

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FOR DELEGATES REGISTRATION
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FOR MARKETING OPPORTUNITIES
Naju Joseph
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FancyTech Partnership Awards

Honouring the spirit of collaboration

AI Marketing Excellence Award	
ADIDAS	China
HONOR	China
EYEWA	Middle East
LAZADA	Singapore
ATOME	Singapore
UOB THAILAND	Thailand
LANDMARK	UAE

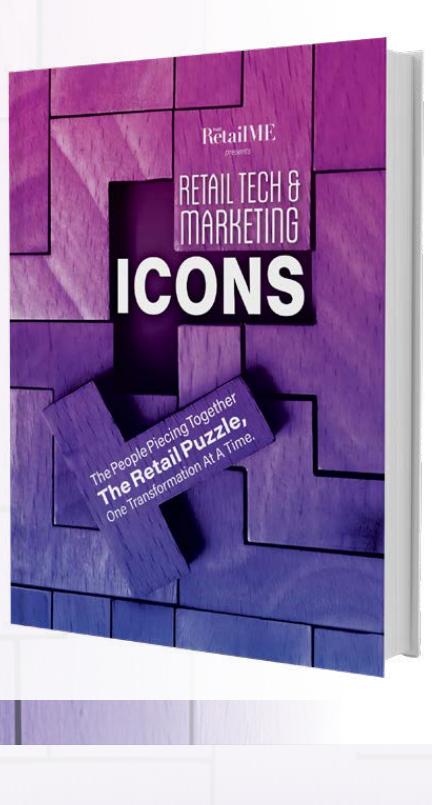
AI Marketing Ecosystem Partner Award	
SPACE AND SHAPES	Indonesia
BRAINCHILD	Indonesia
PANDAN SOCIAL	Malaysia
SIDEROOM STUDIO	Indonesia
OMNIVIBE	UAE
HUAWEI CLOUD	UAE
PIMCOM	Thailand
TRANS.AD	Thailand

BOOK YOUR GALA PASS

RETAIL TECH & MARKETING ICONS

IMAGES RetailME is excited to present a first-of-its-kind industry compendium that celebrates the visionaries shaping the future of retail. This exclusive publication will spotlight the most influential Chief Information Officers and Chief Marketing Officers, showcasing their strategic insights, technological innovations and marketing excellence.

Grand Unveiling
May 15, 2025 | JW Marriott Hotel Marina, Dubai



RETAILERS IN THE SPOTLIGHT

Nando's
قابضة المطاعم Tigrus
Sharaf DG
CITYMAX HOTELS
GMG
مجموعة الفطيم Al-Futtaim group
ALRAIS ENT. GROUP
JUMBO GROUP
اكسترا extra
ZAECY
ATELIER HOUSE
CHEMIST WAREHOUSE DISCOUNT CHEMIST
fnp FERNS N PETALS
PAPA JOHNS
THE GIVING MOVEMENT
BFL GROUP
Bin Dawood HOLDING
EROS GROUP
DANUBE HOME
Aster
MAIR
DODO PIZZA
Coveti
drinkit
flormar
GHASSAN ABOUD GROUP
LIWA
PAN HOME
THE LITTLE THINGS
Tim Hortons
UNION COOP
AJMAL
Choithrams
GEEKAY
baby
LUSH
الركن السويسري SWISS CORNER
YABALASH
nice
ETERNAL
ROYAL FURNITURE
muvi CINEMAS
baby
new balance
Rabbit.
AL-SAFA UNITED

AND MANY MORE

FancyTech
A&M AWARDS
RetailME
Creative Excellence in Retail Advertising & Marketing

PRESENTING THE HALL OF FAME OF NOMINATIONS

GLITTERING WITH EXCELLENCE AND INNOVATIONS

May 15, 2025
JW Marriott Hotel Marina, Dubai

BOOK YOUR GALA PASS

Congratulations
TO ALL OUR SHORTLISTED NOMINEES

IMAGES Most Admired
Store Design of the year
max · Nando's · VERO MODA · West Zone · IMPULSE TRADING LLC · Sharaf DG

IMAGES Most Admired
Show Window Display of the year
Sharaf DG · Nayomi · LMTD|DXB · BEAUTY SECRETS

IMAGES Most Admired
Customer Experience Initiative of the year
x-pressions · The Little Things · PAPA JOHNS · COSTA COFFEE · Al Meera

IMAGES Most Admired
Retail Campaign of the year
The Little Things · autopro · Choithrams · COSTA COFFEE · THE CRAFT SAFARI · PURPLE SWAN

IMAGES Most Admired
Social Media Campaign of the year
threads · sy'a · BEAUTY SECRETS

IMAGES Most Admired
PR Campaign of the year
The Little Things · threads · MISSPALETTABLE

IMAGES Most Admired
Retail Launch Campaign of the year
Nando's · PAPA JOHNS · OUTBORN · hunkemöller · Sharaf DG · SIMS BLOSSOMS · SEASONS 360 TEXTILES TRADING LLC

IMAGES Most Admired
Festive Marketing Campaign of the year
barn's · THAT · ZAECY MADE TO MOVE · Tanagra

IMAGES Most Admired
Marketing Innovation with Emerging Tech
x-pressions · onlyethikal · barn's · Sharaf DG

IMAGES Most Admired
Influencer/Celebrity Collaboration of the year
centrepoint · الجابر للنظارات Al Jaber Optical · x-pressions

IMAGES Most Admired
Community Creation Campaign of the year
lululemon · threads · الجابر للنظارات Al Jaber Optical · MARK & SAVE

IMAGES Most Admired
Integrated Retail Campaign of the year
BEAUTY SECRETS · barn's · Crate&Barrel · ZOOM your neighbor · KIBSONS INTERNATIONAL

OUR ALL-STAR JURY PANEL

ANDREA GORDON
Retail Director
Dubai Design District (D3)

AVISHESHA BHOJANI
Group CEO
BPG Group

DAREEN MUKHAIMER
Chief Executive Officer
e-Arabization

PROF. ELSA ASHISH THOMAS
Chairperson of the Manipal Institute of Liberal Arts (MILA)
MAHE Dubai

HOZEFA SAYLAWALA
Director of Sales Middle East
Zebra Technologies Europe Limited

MOHAMMAD ALAWI
Chairman of the Board
Azad Properties

NANCY VILLANUEVA
CEO Middle East
Interbrand

RAVI DHAR
George Rogers Clark Professor of Management and Marketing, Yale School of Management; Professor of Psychology, Yale University; Faculty Director
Center For Customer Insights

ROHIT BHARATI
Founder & Creative Director
Tidding

SARVESH RAIKAR
President, Creative
Mullen Lowe Lintas

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