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Photo: View from the stage at DX3 2024



DX3 2024 **POST SHOW** **REPORT**

APRIL 9-10, 2024

DX3 2024 POST SHOW REPORT

The 13th installment of DX3, Canada's premier gathering for Retailers, Marketers, and Tech innovators, unfolded on April 9-10, 2024. With **over 150 industry speakers** and **45+ technology partners & solution providers**, this year's event exceeded expectations.

It served as a platform to spotlight the most brilliant talents, both emerging and established, hailing from Canada and beyond, in these dynamic sectors. The theme for the year was resiliency.

Photo:
Addison Gill at DX3 2024



“

This is such an incredible event where we get to be on the floor talking to retailers, marketers, merchandisers, about what's going on in the real world.

- Andrea, TikTok



Photo:

2000+
attendees

150+
industry speakers

45+
partners

80+
sessions

15+
workshops

Content has always been the king at DX3 and this year was no exception.

We covered the latest innovations in retail, supply chain, e-commerce, marketing, brand building, streaming services, and more. The concurrent summit also included DX3 Talent Forum and Metaverse by DX3.

Our speaker lineup included leaders from **P&G, Amazon, IKEA, Haleon, TikTok, MLSE, PetValu, Beavertails, Canadian Tire, and many more global businesses.**

SPEAKER HIGHLIGHT



JONELLE RICKETTS

**Head of Marketing,
IKEA Canada**

Jonelle Ricketts, Head of Marketing at IKEA Canada, brings nearly a decade of experience to the role. She's dedicated to driving brand loyalty and advancing the vision of "creating a better everyday life for the many people." With a background spanning roles in marketing and communications, Jonelle has contributed to the success of iconic brands like BlackBerry and Sephora Canada.



NIK DJUKIC-WALKER

**Executive Director, Global
Business Solutions, TikTok**

Nik Djukic-Walker, a digital media industry veteran with over 15 years of experience, played key roles in launching BBC Digital, Instagram, and TikTok in Canada. As TikTok's Executive Director of Global Business Solutions, his team empower businesses to thrive on the platform. Nik is committed to shaping the digital media landscape and fostering growth opportunities in this dynamic industry.



TYRRELL SCHMIDT

**CMO,
TD Bank**

Tyrrell Schmidt, CMO at TD Bank Group, leads a team driving brand growth and legendary customer experiences. Recognized for TD's global brand excellence, she spearheaded digital marketing strategies, achieving record growth. With diverse leadership experience, including roles at Cigna and Standard Chartered Bank, Tyrrell is committed to diversity and inclusion.

DX3 2024



FIONA RENZI-FANTIN

**Head, Supply Chain,
Haleon Canada**

Fiona Renzi-Fantin, Head of Quality Supply Chain at Haleon Canada, brings nearly two decades of expertise in supply chain management. Leading end-to-end operations, Fiona oversees functions such as S&OP, demand planning, and customer service, fostering process excellence and operational efficiency.



TANBIR GROVER

**Chief Marketing and
Digital Officer,
Pet Valu**

Tanbir Grover, Chief Marketing and Digital Officer at Pet Valu, oversees omni-channel marketing, e-commerce, and loyalty programs. With prior experience at Co-operators Group Limited and Lowe's Canada, Tanbir brings a wealth of expertise in digital and marketing roles. He holds a Bachelor of Commerce from McMaster University and an MBA from the Rotman School of Management.



URI GORODZINSKY

**Managing Director,
Amazon Ads Canada**

Uri serves as the Managing Director for Amazon Ads Canada, joining the company in 2015 as one of its early Canadian employees. Based in Toronto, he leads a multi-functional team focused on enabling advertisers to reach audiences across diverse platforms. Before Amazon, Uri accumulated 15 years of experience at Procter and Gamble in various sales and marketing roles.

WHO ATTENDED DX3 2024

DX3 2024 brought together leaders across brands, retailers, agencies and technology.

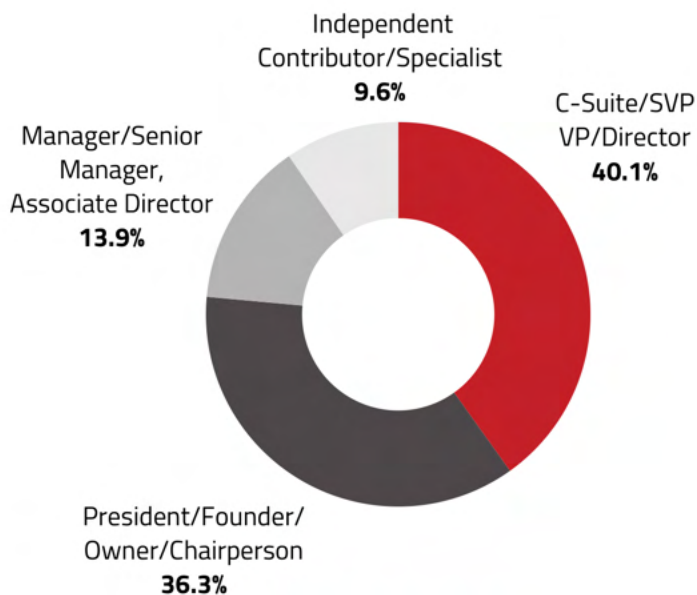
By providing a space where cross-functional conversations on innovation can happen, DX3 attracts a lot of leaders looking to understand the latest competitive advantages.

This is reflected in 76.4% of attendees holding positions at the Director level or above.

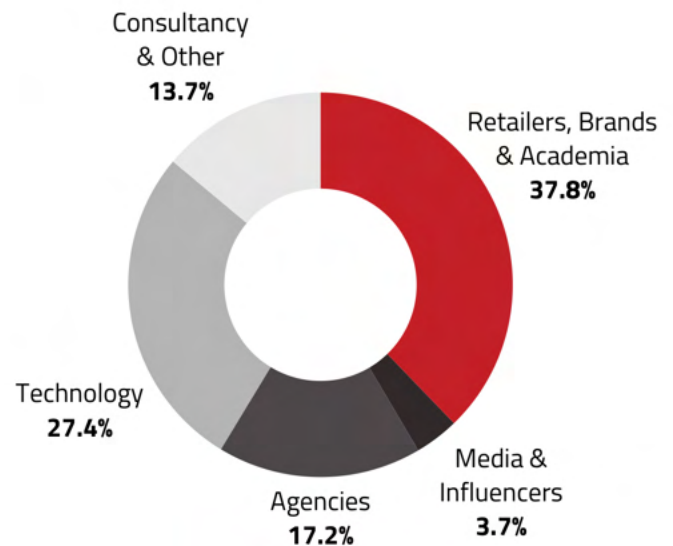


Photo:
An audience candid at DX3 2024

ATTENDEE DEMOGRAPHICS



Seniority Level



Company Sector

WHO ATTENDED DX3 2024

KIT + ACE	CEO	Sophie Grace Designs Inc	Founder & CEO
Lamour	Chief Digital Officer	Loblaw	Vice President, Communication
Longo's	Chief Human Resources Officer	Balzac's Coffee	CEO
Pet Valu	Chief Marketing and Digital Officer	Guayaki Yerba Mate	CEO
Empire Company Ltd.	Vice President, Corporate Marketing	Wholly Veggie	Co-Founder and Co-CEO
TD Bank	CMO	WAXON Laser + Waxbar	Founder & CEO
Vitamart.ca	CEO	The Better Chocolates	CEO and Co-Founder
Mid-Day Squares	Co-Founder	The Scene & The Beauty Collective	CEO and Founder
Cantrex Nationwide	Director, Category Marketing	Wholly Veggie	Co-Founder and Co-CEO
Andie Swim	Founder	Silk & Snow	Director, Content Marketing
The Body Shop	Global Head CRM	Walmart	Director, Data Science- Walmart Tech
IKEA Canada	Head of Marketing	Hills Canada	eCommerce Director
Stokes Inc.	Marketing & Branding Director	DoorDash	General Manager
RONA	SVP, Marketing and Customer Experience	Miele Limited	Head, Digital & E-Commerce
Ren's Pets	VP Ecommerce & Marketing	Undertone	Sales Director, Retail
Staples Canada	VP of Marketing	Tragos Game LLC	CEO & Founder
Canadian Tire Corporation	VP, Digital Technology	Sleep Country Canada	Brand Marketing Manager
Beavertails	CEO	Central Market Kitchen	CEO
The Ten Spot	CEO	Kerl Beauty	CEO
Questrade	Chief Marketing Officer	Sash & Bustle	CEO
NanaShake	Co-founder, CEO & CIO	Andalos	Chief Retail and Marketing Officer
Haleon Canada	Head of Quality Supply Chain (QSC)	Golf Canada	Digital Marketing
P&G Canada	Senior Vice President, Marketing	Joliette	Director
Kabo	CEO & Founder	The Bay	Ecommerce Manager
John Fluevog Shoes	CMO	Baby Joy	Founder
Polysleep	Co Founder & CEO	Canada One Group	Manager
Kenneth Cole	SVP Global Brand Marketing	Metro Inc.	Marketing Director
Maple Leafs Sports Entertainment (MLSE)	VP, Brand and Commercial Strategy	Ardene	Senior Digital Marketing Manager
Cineplex Entertainment	Director of Product Management	Sephora	Senior Manager, Integrated Marketing (Masterbrand)
		Rexall Pharmacy Group ULT.	Senior Manager, Store Technology

2024 SPONSORS

A huge thank you to our 2024 partners who make DX3 possible.

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amazon ads

Gold Partners

kognitiv.



Silver Partners



ENVIRONICS
ANALYTICS

Tech Spotlight



Bronze Partners

Brysk



creator.co

EY
DESIGN
STUDIO

MIREGO

Rocketium

Tricentis

wedia



Associate Partners

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HAPPYFÜNCORP

PlayPlay



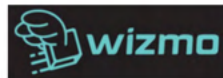
SmartVX



Workshop Partners



Exhibitors



Strategic Partners



SOCIAL MEDIA BUZZ



I just got back from Dx3 Toronto, repping the [Creator.co](#) badge :)

From the latest trends in retail marketing to cutting-edge strategies for customer engagement, every session was packed with invaluable insights.

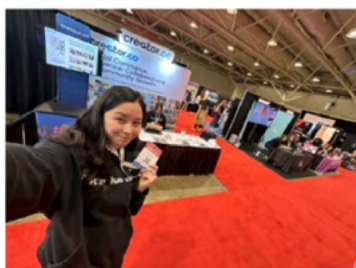
It was fantastic connecting with industry leaders and peers, exchanging ideas, and exploring innovative approaches to drive growth in the retail sector.

My favorite session was [Vinod Varma's](#) talk on Driving Awareness, Content, and Sales with Micro-Influencers (of course!)

Key takeaway: influencer marketing works ESPECIALLY for retail brands! Micro-influencers especially are effective at promoting products to specific demographics and niche markets! Influencers drive SOCIAL PROOF and AUDIENCE TRUST. They are quite literally influencing consumers' purchasing decisions :) Not to mention, coupling this with a strong holistic strategy enables retail brands to amplify their marketing efforts, increase brand visibility, and drive sell-through (any brands looking to enter into a new retailer?)

All in all, an amazing event! Huge thanks to the [DX3 Showcase](#) organizers and all the speakers for putting it together

[#RetailMarketing](#) [#InfluencerMarketing](#)
[#Marketing](#) [#ContentMarketing](#) [#Creatorco](#)
[#WeAreAllCreators](#)



Our very own VP Marketing [Ally Wesson](#) was thrilled to share insights as a panelist at the recent [DX3 Showcase](#) in Toronto. Discussing the latest trends in marketing alongside other industry experts was an honour.



Exciting times at the [#DX32024](#) in Toronto last week!

Our team at Kognitiv was thrilled to be a part of this innovative conference, connecting with industry leaders, exchanging ideas, and hearing from our very own [Anthony Wintheiser](#) presenting on the future of outcome-based marketing and the power of AI.

Check out our video for a glimpse into our experience 🌟

And stay tuned as we drop more content discussing the benefits of AI-native technology, the role of humans in the age of AI, strategies to achieve 1:1 personalization, and more!

P.S. Catch us in Copenhagen this Thursday for another great presentation featuring Stephen Barr, SVP of Data and Algorithms, at the Loyalty Summit CXM!

[#AIML](#) [#DX3Toronto](#) [#Innovation](#)

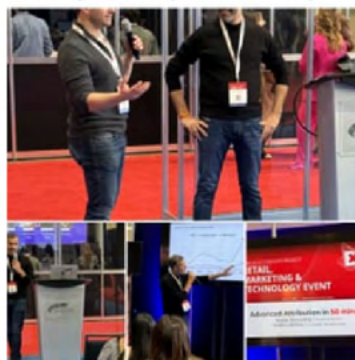


[Ovadia Labaton](#) and I had a great time last week running the advanced attribution workshop at [DX3 Showcase](#) Toronto. He put on a clinic in data-driven decision making for marketers in the audience, casually describing how he grew 2x YoY by using incrementality test results and inferences from marketing mix modeling on longer term media impacts to scale spend on Facebook and TikTok.

Dropped the conference deck in the comments.

[Ovadia](#) is coming back to class on Apr 29th to do an expanded version of the workshop. This will be a fun class!

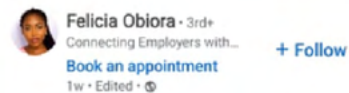
Class registration: <https://lnkd.in/eBkCrFpt>



[PEO Canada](#) attended the [DX3 Showcase](#). It was a very good show with many informative presentation sessions. Held at the [Metro Toronto Convention Centre](#), DX3 provided a platform for industry leaders and innovators to make themselves seen. This is Canada's leading Retail, Marketing and Technology event hosting attendees and speakers, showcasing the latest, hottest topics in the industry. It connects the world's top technology brands, Canada's leading consumer brands, retailers and agencies through interactive experiences and provocative content that enable meaningful consumer engagement. The DX3 Showcase is dedicated to guiding Canadian businesses embrace the current digital landscape and remain current in Canada's cutting-edge technology sector.

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Fantastic day at the [DX3 Showcase](#) with [Raymond Li](#) [Patricia Yawurono](#). Thanks to everyone who connected with us on their company values, hiring plans and how [Co-operative and Experiential Education at University of Waterloo](#) skilled talents might fit in to those.

We're always here to help you hire future of work talents and having the right skills, attitude & capacity can help boost your company's bottom line.

Looking to hire top talents today? Visit <https://uwaterloo.ca/hire/> or contact me directly at fobiora@uwaterloo.ca

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ATTENDEE LOVE



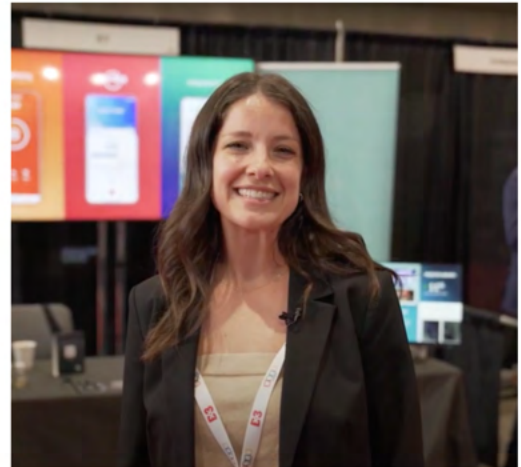
Lots of great conversations happening, meeting a lot of great people. And if you're not here this year, you better be here next year.

Tyler, PlayPlay



It's been really nice in an unexpected way. I think the conference size has made it really accessible to get to know both people I've met before in Toronto, but also new individuals from different companies who are sharing a lot of the same challenges as my clients.

Cadence, EY Design Studio



If you're not at this event this year, you're missing out on a lot.

Kevin, ZOHO



SUPPORTING THE ECOSYSTEM



Founders Passes: Empowering Entrepreneurship

At DX3 2024, we provided 100 complimentary passes exclusively for founders. Through this initiative, we aimed to empower and support the growth of Canada's next big brands.

Empowering Women Founders: Promoting Diversity

In line with our commitment to diversity and inclusion, DX3 2024 allocated a minimum of 50% of our complimentary passes to women founders, providing women entrepreneurs with equal opportunities to thrive and succeed.

Strategic Partnerships: Showcasing Innovation

DX3 2024 partnered with leading organizations that support Canadian founders. Through these collaborations, we highlighted groundbreaking founders and products shaping the future of retail and marketing.

ABOUT DX3

**Canada's biggest retail,
marketing and technology
event.**

Welcome to DX3 Canada, the ultimate destination for Retailers, Marketers, and Tech innovators!

At DX3, we pride ourselves on being the premier event in Canada where industry leaders converge to explore the latest trends, innovations, and strategies shaping the future of retail, marketing, and technology. We are the conversation starters!



**DX3 has been fantastic
for driving conversation
for us and looking at new
business and new
opportunities**

Raj, Air Miles



Photo:
Vino Jeyapalan at DX3 2024

Don't miss out on the opportunity to be part of Canada's premier event for Retailers, Marketers, and Tech innovators. Join us at DX3 and unlock the insights, connections, and opportunities you need to thrive in today's rapidly evolving landscape.

WHAT TO EXPECT AT DX3 2025

YEAR-ROUND LEARNING

Early registrants get exclusive access to recorded sessions, podcasts and more.

EXPERT INDUSTRY SPEAKERS

Learn from the leaders you know in DTC, eCommerce, retail and marketing.

EVEN MORE GREAT CONNECTIONS

With speed networking, roundtables and a new VIP lounge.



Such a great event and
fabulous speakers!

Tara, Retail Executive

Photo:
The show floor
at DX3 2024

WHAT TO EXPECT AT DX3 2025



Leaders in retail, DTC, eCommerce, marketing and tech.

DX3 2025 is dedicated to championing innovators, founders, women leaders, and Canadian-grown successes, spotlighting their innovations, resilience, and contributions to the landscape. Through curated sessions, workshops, and networking opportunities, DX3 aims to empower and connect the innovative marketing, retail and technology ecosystem in Canada.



Speed networking, roundtables & VIP lounge

DX3 2025 is taking networking to the next level with speed networking sessions, intimate roundtable discussions, and an exclusive VIP lounge. Attendees with all-access passes will have the opportunity to connect with industry leaders, experts, and like-minded professionals in dynamic and engaging settings, fostering meaningful conversations, collaborations, and partnerships.



Year-round access to content

DX3 2025 is offering early registrants an exclusive year-round subscription, granting access to a wealth of resources beyond the event itself. With this subscription, all-access pass holders gain entry to other curated events, insightful podcasts, and exclusive content, providing ongoing value and opportunities for learning, networking, and growth.



Talent strategies for innovative brands and retailers

The DX3 Talent Forum aims to facilitate discussions on finding and nurturing new talent to drive innovation and growth within businesses. Join us as we delve into the latest trends, challenges, and best practices in talent recruitment and management, equipping attendees with invaluable insights and strategies to navigate the evolving landscape of talent acquisition.

A JOURNEY THROUGH INNOVATION & DISRUPTION



HISTORY OF DX3

DX3 was born to help Canadian brands and retailers navigate the massive shifts and rapid takeovers of new technologies.

For over 13 years, DX3 has been a trusted place to connect with innovative and forward-looking brands, companies and people.

2011

THE FIRST DX3

DX3 is created to host much-needed conversations as new innovations like social media and ad tech take the marketing and retail world by storm.

2014

UP-AND-COMING AT DX3

A young Shopify is featured in DX3's start up zone.

2019

RENOWNED SPEAKERS

- Knix speaks at DX3 before opening its first store.
- Endy returns to speak about their success, having spoken first at DX3 in 2016.

2020

COVID CANCELS DAY 2

After the biggest-ever first day of DX3, the world (and DX3) shuts down mid-show.

2024

BIGGER THAN EVER

Welcoming over 2000 attendees, including Canada's next biggest brands like Midday Squares, Eatables and more, marketers and retailers faced rapidly shifting digital patterns and AI-everything.

JOIN US NEXT YEAR

April 8 - 9th, 2025

Metro Toronto Convention Centre

MORE ABOUT US

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