



# 2025 Innovators Summit Agenda

**DAY 1 - September 15, 2025 - times are in CST**

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2:00 PM: Registration Opens

4:00 PM: Mainstage Sessions:

## **Applico Benchmark Info Presentation** [naw](#)

*A data-driven look at the state of the distribution industry, highlighting the impact of technology investment and AI adoption – focusing on key technology trends, performance benchmarks, and where innovation is delivering outsized returns. Speaker: Alex Moazed, Founder, Applico Capital*

## **Customer Tech Fireside**

*This panel explores how leading distributors are using technology to elevate customer relationships, enhance service delivery, and personalize engagement at scale. Speakers: Alex Moazed, Founder, Applico Capital and Jake Cronin, CEO and Co-Founder, Siro*

## **Innovation in Action Case Study**

*This session highlights a partnership forged at a previous Innovators Summit between a leading distributor and a returning tech-innovator. Hear first-hand how innovative technologies are being successfully implemented within the industry. Speakers: Tony Vaden, Executive Vice President and Chief Information Officer, ABC Supply Co., Kris Kieffer, Director Business Platforms & Customer Enablement, ABC Supply Co., Jack Carrere, CEO & Co-Founder, Prokeep and Bart Tessel, Chief Innovation Officer, NAW*

## **Innovation in Action Case Study**

*Trade credit creates purchasing power for customers and is at the heart of every distributor's revenue process. Hear first-hand how modern technology is being adopted to accelerate customer activation, strengthen relationships, and drive growth. Speakers: Jen Martin, Director of Credit, Carter Lumber and Sid Malladi, CEO & Co-Founder, Nuvo*

6:00 PM: Networking Reception (Optional Break)

7:00 PM: Dinner

8:30 PM: Evening Concludes



## DAY 2 - September 16, 2025

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8:00 AM: Breakfast Begins

8:30 AM: **Mainstage Session: A Conversation with Carol Tomé, CEO of UPS**

*Join us for a fireside chat with Carol Tomé, CEO of UPS, as she shares her insights on how UPS is leveraging new technology to drive innovation that is redefining speed, sustainability, and service in a complex global distribution landscape.*

9:30 AM: Break

9:45 AM: **Mainstage Session: Research, Breakthroughs & Next-Gen Solutions**

*Join returning tech innovators as they showcase their latest innovations, research, and product advancements, highlighting solutions that address key distribution challenges and evolving industry needs.*

Time	Innovator
9:45 – 10:05 AM:	Proton.ai
10:05 – 10:25 AM:	Conexiom
10:25 – 10:45 AM:	OneRail
10:45 – 11:05 AM:	Pimberly
11:05 – 11:25 AM:	InstaLILY AI

11:30 AM: Coffee and Networking Break

12:00 PM: Networking Lunch

12:45 PM: Break

1:00 PM: **Tech Innovator Pitches**

*Split between two concurrent rooms, distributors will choose from two 30-minute moderated fireside chats with tech innovators for each round of pitches. These CEOs will communicate the relevance of their solution to the distribution industry.*

Time	Pennybacker Room	Mansfield Room
1:00 PM	Moblico	Augment
1:30 PM	<i>10-minute coffee and networking break</i>	
1:40 PM	NetNow	Didero
2:10 PM	<i>10-minute coffee and networking break</i>	
2:20 PM	Rossum	Band
2:50 PM	<i>10-minute coffee and networking break</i>	
3:00 PM	SPARXiQ	Canals



## DAY 2 - September 16, 2025, Continued...

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- 3:30 PM: Break
- 3:45 PM: **Private Company Appointments**  
*Designed as a closed-door meeting between top decision-makers, distributors can schedule 20-minute appointments with returning tech innovator CEOs to discuss how their solutions can fit their company.*
- 6:30 PM: **Offsite Reception & Dinner:**  
*Upstairs at Caroline, 621 Congress Ave. Venue is a 5-minute walk from the hotel. Shuttle services will **NOT** be provided.*
- 9:00 PM: Evening Concludes

## DAY 3 – September 17, 2025

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- 7:30 AM: Breakfast Begins
- 8:00 AM: **Mainstage Sessions:**
- Designing Successful POCs & Pilots**  
*Join this session as CIOs share insights on how to effectively design and implement successful proof-of-concepts (POCs) and pilots, discussing key strategies and practical steps that ensure these initiatives deliver real value and drive results.  
Speakers: Brian LeDuc, Chief Information Officer, Dot Foods, Patrick Garcia, Chief Digital Officer, SRS Distribution*
- Innovation in Action Case Study**  
*The real impact of AI comes not from technology alone, but from partnerships that turn innovation into measurable results. Join us for a conversation around how Winsupply is charting its innovation roadmap in collaboration with MinedxAI.  
Speakers: Jeff Dice, President, Winsupply Inc, Robert DiTomasso President - Support Services Group, Winsupply Inc., Rajesh Naik, COO, MinedxAI, and Bart Tessel, Chief Innovation Officer, NAW*
- 9:30 AM: **Private Company Appointments**  
*Designed as a closed-door meeting between top decision-makers, distributors can schedule 20-minute appointments with returning tech innovator CEOs to discuss how their solutions can fit their company.*
- 11:20 AM: Event Concludes