

MarketDial Test Fest 2026

Speaker agenda – June 24, 2026

Time	Session
9:00 - 9:30 AM	Welcome & Introductions
9:30 - 10:15 AM	<p>Testing Year in Review: What We're Watching, Testing, and Learning <i>Lynn Zhang, VP of Consulting and Data Science at MarketDial</i> <i>Sarah Jacobsen, Sr. Consultant at MarketDial</i></p> <p>A deep dive into how retailers are testing and adapting to the rapidly changing landscape: from tariffs and cost pressures to AI disruption and regulatory changes. Walk away with a sharper picture of where the industry is headed and what it means for your testing strategy.</p>
10:30 - 11:00 AM	<p>Marketing Testing in Action</p> <p>Building a Testing Practice for Marketing Attribution <i>Adam Kaska, Manager of Data Analytics at Casey's</i></p> <p>Building a Measurement-first Retail Media Network <i>Josie Conley, Strategic Analytics Partner at Love's Travel Stops</i></p>
11:15 - 12:15 AM	<p>AI That Actually Works: How Leading Organizations Are Driving Real Efficiency <i>Ken Fenyo, Independent Consultant, former Kroger and McKinsey</i></p> <p>How forward-thinking retail and analytics teams are putting AI to work in practical, measurable ways. Discover what's actually working and how to bring these lessons back to your team.</p>
	<i>Lunch Break</i>
1:30 - 2:30 PM	<p>Testing Workshops: Tackling Your Toughest Use Cases <i>MarketDial Consulting and Data Science Team</i></p> <p>Hands-on workshops built around common in-store test design challenges: sizing a test and control store matching. Learn what to consider and what questions to ask stakeholders when designing each test, so you can build smarter, more statistically robust tests.</p>
2:45 - 3:30 PM	<p>Panel Discussion: Building a Culture of Testing in Retail <i>Brett Ellerbroek, Director of Pricing and Analytics at Casey's</i> <i>Sarah Logoyda, Sr. Manager of Data Analytics at DICK's Sporting Goods</i> <i>Stewart Sheldon, Sr. Manager of Merchandising Analytics at Love's Travel Stops</i> <i>Moderated by Johnny Stoddard, CRO and Co-founder at MarketDial</i></p> <p>Hear from a panel of retail testing experts on how they uphold best practices, turn insights into action, and champion experimentation across their organizations. The discussion will be shaped in part by attendee-submitted questions, reflecting the real challenges teams are navigating today.</p>
3:45 - 4:30 PM	<p>MarketDial Roadmap: What's New and What's Next <i>Tyra Wright, VP of Product and Engineering at MarketDial</i></p> <p>Get an exclusive look at how retailers are using MarketDial's latest releases, and a preview of what's to come.</p>
4:30 - 5:00 PM	User Awards & Closing Remarks