# Meta, Nestlé, and Circana on Driving Innovation While Evolving With Commerce

Brave Commerce Live brought together leading voices in commerce to explore the rapidly changing landscape of consumer behavior, technology, and retail strategies.

Rachel Tipograph, founder & CEO of MikMak hosted a dynamic panel discussion with Kate Hamill, director and head of industry, retail, and ecommerce at Meta; Veeral Shah, president and CCO of Nestlé Health Science; and Sam Gagliardi, evp of ecommerce and global solutions at Circana.

This engaging conversation delves into how demographic shifts, such as Gen Z’s fluidity and Gen Alpha’s diversity, are redefining commerce. The panelists explore the role of AI in personalizing consumer experiences, optimizing creative production, and driving innovation in supply chains.

From the rising importance of real-time data to evolving retail media strategies, the discussion highlights actionable ways brands can adapt to these changes while focusing on ROI and market share.

Discover how leaders across the ecosystem are preparing for the next five years of commerce by integrating cutting-edge AI, breaking down silos for better collaboration, and embracing omnichannel approaches to meet consumers where they are.

## Key takeaways:

**Generational Shifts in Consumer Behavior:** Learn how changes in demographics and culture influence consumer expectations and brand loyalty

**AI as a Driver of Innovation:** Explore how companies like Nestlé and Meta are using generative AI for creative personalization, R&D efficiency, and media optimization

**Omnichannel Collaboration:** Understand the importance of integrating real-time data, retail media, and personalized strategies to create seamless consumer experiences

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