



Social Commerce Summit New York Announces Featured Speaker Lineup for July 16th Event at Sony Hall

Senior leaders from top consumer brands, agencies, and commerce companies will gather for a one-day summit focused on what is driving growth in social commerce.

NEW YORK, NY, UNITED STATES, June 19, 2026 /EINPresswire.com/ -- The people building social commerce's next chapter are coming to New York, NY on July 16th.



The New York Summit is designed for practical conversations between the brands, agencies, founders, investors, technology partners, and operators shaping where this market goes next."

Stuart Johnson, CEO and Founder of Social Commerce News

[Social Commerce Summit](#) recently announced its featured speaker lineup for their event in New York, taking place at [Sony Hall in Times Square](#). Following a successful launch event in Los Angeles, the New York Summit brings together senior brand leaders, founders, agency operators, investors, platform partners, and creators across the social commerce ecosystem for a day of focused programming and direct connection.

Confirmed featured speakers include:

Nina Khoury, VP Strategic Operations, SKIMS

Jay Hunter, CEO, Sprinter & k2o by Sprinter

Julie Haleluk, Global Head of Growth, Amazon Shopping Video

Jolene Gazzetti, President, Blazendary, #1 Luxury Seller on Whatnot

Laura Tabano, Head of Industry, eCommerce & Disruptors, Meta

Sara de Oliveira Lima, Sr. Consumer Experience Manager, Philips

Vicki Bodwell, Senior Sales Director, Enterprise Accounts, Shopify

Benjamin Liu, Director of Business Development,
Alibaba

Sean Walsh, EVP Global Business Development,
VaynerX

William August, Founder, Outlandish, Top TikTok
Shop Agency

Dr. Kellyann Petrucci, Founder, Dr. Kellyann

Eric Siu, AI Marketing Expert & Founder, Single
Grain & Single Brain

Nichole Munoz, Co-Founder & VP of Affiliates &
Partnerships, EZ Bombs

Alison Cayne, Founder, Choulie

Jared Orkin, CEO, Activate Talent

Aaron Cordovez, Founder, Zulay Kitchen

Dr. Dawn Mussallem, Chief Medical Officer,
Fountain Life & Founding Chief Science Officer,
IM8

David Vanderveen, Special Projects, IM8

Additional speakers will be announced soon.

The Summit will focus on the paramount topics shaping social commerce in 2026 and beyond, including creator commerce, affiliate, live shopping, DTC, marketplace growth, paid media, AI, product discovery, founder-led growth, capital strategy, and the operational realities of scaling modern consumer brands.

Registered attendees are also invited to the Pre-Summit Watch Party & Welcome Reception on Wednesday, July 15 at Sony Hall. The evening will include a hosted World Cup Semifinal Watch Party followed by the Social Commerce Summit Welcome Reception with food, drinks, and live entertainment from Jermaine Paul, winner of NBC's The Voice Season 2, plus his band and DJ.

"Social commerce is moving fast, and leaders in the space need a place to compare what is

BRANDS & AGENCIES ATTEND FREE! INDUSTRY PASSES AVAILABLE!

Social Commerce Summit

Presented by Social Commerce News

FEATURED SPEAKERS

 JAY HURTER Chief Executive Officer, Walmart	 JULIE HALLIK Global Head of Growth, Amazon	 NINA KHOURY VP Strategic Operations, SKIMS	 LAURA TABARO Head of Industry Commerce, Meta	 JOLENE GAZZETTI President, Shopify	 VICKI BOO WELLS Lead Enterprise Account Executive, Shopify
 SARA DE OLIVEIRA LIMA AI Commerce Expert, Philips	 WILLIAM AUGUST Chief Executive Officer, Outlandish	 DR. KELLYANN PETRUCCI Founder, Dr. Kellyann	 AARON CORDOVEZ Founder, Zulay Kitchen	 ERIC SIU AI Marketing Expert & Founder, Single Grain & Single Brain	 SEAN WALSH EVP Global Business Development, VaynerX
 DAVID VANDERVEEN Special Projects, IM8	 CHLOIE ALISON Founder, Choulie	 JARED ORKIN CEO, Activate Talent	 NICHOLE MUNOZ Co-Founder & VP of Affiliates & Partnerships, EZ Bombs	 DR. DAWN MUSSALLEM Chief Medical Officer, Fountain Life & Founding Chief Science Officer, IM8	 BENJAMIN LIU Director of Business Development, Alibaba

MORE SPEAKERS TO BE ANNOUNCED SOON...

MANHATTAN, NY | SONY HALL | JULY 16, 2026
Register now at www.socommssummit.com

Social Commerce Summit New York convenes July 16, 2026 at Sony Hall in Times Square, bringing together senior brand leaders, founders, platform executives, and operators shaping the future of social commerce.

actually working,” said Stuart Johnson, Founder of Social Commerce News. “The New York Summit is designed for practical conversations between the brands, agencies, founders, investors, technology partners, and operators shaping where this market goes next.”

Social commerce is no longer a single-channel conversation. Creator commerce, affiliate, live shopping, DTC, marketplaces, social-driven discovery, AI, and platform-native selling are increasingly part of the same operating environment. Social Commerce Summit New York is designed to bring the people building that market into one place for focused programming, practical insight, and direct connection.

The event will take place at Sony Hall, located at 235 West 46th Street in the heart of Times Square. First opened in 1938 as the Diamond Horseshoe, Sony Hall is a landmark Manhattan venue known for its Art Deco design, intimate performance setting, and modern production technology.

Qualified brand operators, platform leaders, and senior agency leaders can apply for complimentary passes. Industry Passes are available for technology companies, investors, service providers, and ecosystem partners. Press passes are available for credentialed journalists and media professionals covering commerce, retail, marketing, technology, and the creator economy.

All passes include access to the July 15 Pre-Summit Watch Party and Welcome Reception, full-day mainstage programming on July 16, post-event networking and happy hour at Sony Hall, and one year of access to Social Commerce News, including the digital content library and event recordings.

To register, visit SOCOMMSUMMIT.COM.

About Social Commerce Summit:

Social Commerce Summit is an industry event for senior operators building at the intersection of social platforms, creators, brands, agencies, commerce technology, and investment. Produced by Social Commerce News, the Summit focuses on real operating insight, practical playbooks, and the business realities shaping the future of social commerce.

For more information, visit SOCOMMSUMMIT.COM or email info@socialcommercenews.com

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