

5th Virtual DIY-Summit 2025

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virtual.diysummit.org

Date: 23 September 2025

Time: 10:00 - 13:00 (CEST - Berlin)

Speakers:



Jennifer Weihs
SVP People &
Organizational
Development, OBI



Thierry Garnier
Group CEO,
Kingfisher



Ryan Greenough
Merchandise Manager -
Marketplace, Hire Shop,
Services & Special Orders,
Bunnings



Christian Hurth
Head of Marketing
Communications,
wolfcraft



**Dr. Alexander
Börsch**
Chief Economist & Head
of Research, Deloitte



Dr. Ralf Deckers
Head of Strategic Insights
& Analytics/Member of the
Executive Board, IFH Köln



Alan Creswell
Director of Global
Strategic Insights for DIY
and Garden, NIQ powered
by GfK Intelligence



Jim Inglis
President
Inglis Retailing



Craig Webb
President,
Webb Analytics LLC

sponsored by

OBI

wolfcraft

23 September 2025

Welcome Address

10:00 – 10:15



Welcome Address and Introduction

John W. Herbert, Co-Founder, Global DIY-Summit
Thierry Garnier, President, EDRA/GHIN
Reinhard Wolff, President, HIMA

Opening Session

10:15 – 10:35



Economic Outlook and Goeconomic Trends

Dr. Alexander Börsch, Chief Economist & Head of Research,
Deloitte

10:35 – 10:55



The Landscape of Home Improvement and DIY in 2025

Alan Creswell, Director of Global Strategic Insights for DIY and
Garden, NIQ powered by GfK Intelligence

10:55 – 11:15



The Beaver Way – Building Thriving Talent at OBI

Jennifer Weihs, SVP People & Organizational Development, OBI

11:15 – 11:30

Break

Closing Session

11:30 – 11:50



From DIY to Pro: Strategies for Attracting Commercial Clients

Christian Hurth,
Head of Marketing Communications, wolfcraft

11:50 – 12:15



Interview: Quo Vadis D2C? – Rethinking Direct-to-Consumer in the Age of Marketplaces, Discovery Commerce, and AI

Oliver Lucas, Managing Partner, GRADION
Ryan Greenough, Merchandise Manager – Marketplace, Hire
Shop, Services & Special Orders, Bunnings

12:15 – 12:35



DIY under Pressure. Lessons from Mature Markets!

Dr. Ralf Deckers, Head of Strategic Insights & Analytics/
Member of the Executive Board, IFH Köln

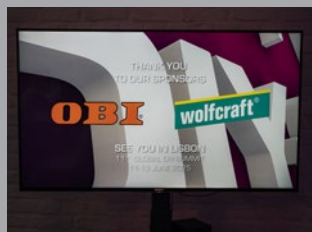
12:35 – 13:00



Tariff Terror and More:

Key DIY Development from the United States

Jim Inglis, President Inglis Retailing
Craig Webb, President, Webb Analytics LLC



Online Registration:
www.virtual.diysummit.org

Address

Global DIY-Summit
fedyima EDRA Kongress GmbH

Hansaring 61
50670 Cologne / Germany

Tel: +49 (0)221 95 49 00-30
E-Mail: info@diysummit.org