



Smart Value:

How AI is Changing Pricing, Revenue & Commercial Decisions

12th Asia Pricing Professionals Conference · 5 March 2026
Training & Certification · 6 March 2026
Singapore



Asia Pricing Professionals

What You Will Learn

12th Asia Pricing Professionals Conference 2026 — Singapore, 5 March 2026



Where AI Really Creates Pricing Value: Align Models To Customer Value And Strategic Goals

- What Actually Works Today (And What Doesn't)
- Use Cases Beyond Hype: Pricing, Mix, Promotions, Value Realization



How To Turn Analytics Into Pricing Action: Operationalise Analytics Into Pricing Actions

- From Models To Decisions
- Governance, Controls, Explainability, And Adoption
- Making AI Usable For Sales And Commercial Teams



How Pricing Leaders Must Evolve: Leadership And Operating Models For The AI Era

- Skills, Roles, Operating Models
- What "Good" Pricing Leadership Looks Like In An AI-Enabled Organization



Speakers and Audience: Who Presents and Who Attends

Thematic panels and interactive clinics for pricing, monetisation, and transformation

Speaker Groupings

AI And Advanced Analytics

Value-Based Pricing And
Monetisation

Revenue And Commercial
Excellence

Pricing Leadership And
Transformation

Industries Represented

FMCG

Industrial

Technology

Healthcare

Hospitality

Logistics

Services

Attendee Roles

Pricing Managers

Revenue Managers

Commercial & Pricing
Analytics Managers

Digital / AI Pricing Project
Leads

Pricing Directors, VP's Of
Pricing & Heads Of Pricing
Or Revenue

Confirmed Speakers (Selection)

Thematic panels and interactive clinics for pricing, monetisation, and transformation



- **Jesper Hansson** — President, Asia Pricing Professionals
- **Deepak Sood** — Asia Pricing Professionals
- **Rachit Sajani** — Lenovo
- **Gautam Mahajan** — Independent Pricing & Strategy Advisor
- **Sheila Salamanca** — SM Retail
- **Raghupathy Rao** — Innnowave360
- **Rajiv Narula** — Google
- **Mohammed Sebti** — Block 71
- **Munish Myer** — Johnson & Johnson
- **Cinar Sahin** — Seagate
- **Yograj Kulkarni** — Property Guru
- **Shirley Cheriex** — Mondelez
- **Rick Mather** — Thinking Cap

Conference Agenda: 5 March 2026

Asia Pricing Professionals Conference — Smart Value: How AI is Changing Pricing, Revenue & Commercial Decisions

Morning — The AI shift in pricing

- The current state of AI in pricing and revenue management
- Where AI creates real commercial value today
- Measuring value, not models

Late Morning — Value-based pricing in an AI world

- Willingness-to-pay, segmentation, and price architecture
- Using AI to support (not replace) pricing judgment
- Practitioner case discussions

Midday — From insight to execution

- Turning analytics into pricing actions
- Price setting, price execution, and sales enablement
- Making AI usable at the frontline

Afternoon — Governance, trust, and scaling

- Explainability, controls, and auditability
- Organisational design and operating models
- What regulators, customers, and sales expect

Closing — The future pricing leader

- Skills, roles, and leadership capabilities
- What pricing leaders must do differently in the next 3–5 years

Interactive clinic and open discussion



Training and Certification Day — 6 March 2026

This day is specifically designed for pricing managers, analysts, and analytics professionals responsible for building, operating, and using pricing models and tools.

Participants will:

- Work with **applied pricing frameworks**
- Learn **AI-ready pricing governance and controls**
- Apply concepts to **real participant cases**
- Earn **CPP credits** toward Certified Pricing Professional designation

What to bring

- Pricing challenges, datasets, or real cases (optional but encouraged)

Join the 12th Asia Pricing Professionals Conference 2026

Day 1 focuses on strategy, governance, and value creation; Day 2 focuses on hands-on application, tools, and execution

- **Day 1 - Conference:** 5 March 2026
- **Day 2 - Training & Certification:** 6 March 2026
- **Location:** Singapore
 - *Hotel Holiday Inn Singapore Orchard City Centre*
- Early confirmation incentives available
- Group and partner packages offered
- **Contact Us**
 - www.asiapricingprofessionals.org
 - info@asiapricingprofessionals.org

