ECOMMERCE MANAGER DEVELOPMENT PROGRAMME
2026

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The Ecommerce Manager Development Programme is a practical, results-driven accelerator designed for ambitious retailers who want to scale their online sales profitably. This intensive 4-day programme brings together a small peer group of ecommerce managers for focused learning, real-world case studies, and hands-on action. Participants will learn directly from Ireland's leading ecommerce specialists and will be expected to actively apply learnings between sessions.

If you're ready to challenge how your online business operates and implement proven strategies that drive measurable growth, this programme is built for you.

PROGRAMME FACILITATOR

James Burke

One of Ireland's leading retail advisors with a vast experience of delivering growth solutions and facilitating learning.

James will guide you through the programme with proactive prompts and discussion to help you get the most out of the programme.

PROGRAMME OUTCOMES

Strategy & Growth Planning
- Develop a clear growth plan to increase online sales by at least 10% over the next three months.
- Gain a strong understanding of online P&L and identify key levers to improve profitability.

Marketing & Customer Engagement
- Upgrade email marketing skills to drive automated, recurring revenue.
- Build and grow your online marketing database to encourage repeat purchases.
- Enhance social media advertising and content creation to boost brand awareness.

Operations & Conversion
- Optimise product descriptions and site merchandising to increase conversion and average order value.

Peer Learning & Networking
- Learn best practices from experienced ecommerce managers.
- Build valuable industry connections to support your growth journey.

DAY 1
GETTING THE FOUNDATION RIGHT

18th March | Online (Teams/Zoom) | 9.00am – 1.00pm

Day 1 focuses on getting the fundamentals right; profitability, operations, team performance, and scalable growth frameworks. Through expert-led sessions and peer discussion, participants will gain practical insights they can immediately apply to strengthen their ecommerce business and set the stage for sustainable growth.

Welcome

James Burke

James will open the programme with a welcome address and facilitated breakout discussion, setting expectations for the accelerator and encouraging peer learning from day one.

How to Build a Profit-First Plan for Success

Karl O'Brien, Co-Founder of Storehero

Karl shares proven strategies for scaling ecommerce profitably, focusing on the metrics that truly matter and those that don't. Participants will benchmark their performance against real customer data and leave with a clearer understanding of how to drive sustainable margin growth.

Effective and Efficient Pick & Pack Operation for Scaling Businesses

Ciaran Crean, Co-Founder of WAVE OMS and Micks Garage

Learn how to optimise your pick, pack, and fulfilment operations to save time, reduce labour costs, and avoid costly operational bottlenecks. Ciaran will share real-world insights on warehouse layout, scanning processes, and backend systems that scale with your business.

Ecommerce Team of the Year Winner 2025

Brian Howe, Head of Online with Kilkenny Group

Hear first-hand from the Ecommerce Team of the Year 2025 on how to build and grow an online business profitably. Brian will share the key focus areas, strategic pillars, and operational disciplines behind Kilkenny Group's ecommerce success.

Ultimate Guide to Ecommerce Growth

Ian Hammersley, Best-Selling Author & Leading Ecommerce Expert

Drawing on over a decade of experience growing some of the UK's largest ecommerce brands, Ian will reveal the 7 Growth Dominos that drive scalable ecommerce success. Participants will learn how to unlock more growth from existing investment, faster and more efficiently. *Each participant will receive a physical copy of Ian's book.*

DAY 2
GROWING ORGANICALLY TO
SUPERCHARGE YOUR ONLINE BUSINESS

8th April | Online (Teams/Zoom) | 9:00am – 1:00pm

Day 2 focuses on driving sustainable, organic ecommerce growth by improving conversion, retention, and content performance. Participants will learn how to turn existing traffic into repeat customers through email, product content, and social media, supported by real-world experience from award-winning ecommerce leaders.

Facilitated Feedback & Action Review

James Burke

A structured feedback and discussion session reviewing learnings implemented since Day 1, sharing wins, challenges, and practical insights across the group.

Email Marketing Basics & Automations That Drive Automatic Revenue

Zara O'Dowd, Studioforty9

Learn how to maximise email marketing to generate recurring, automated revenue. This session covers essential automations, subscriber growth strategies, performance benchmarking, and the key tools driving list growth, including emerging WhatsApp integrations.

Copywriting That Works: How To Write Product Descriptions That Sell

Abby Woods, Ireland Website Design

Learn how to write high-converting product descriptions that engage customers, overcome objections, and turn browsers into buyers.

Creating In-House Social Media Video That Drives Online Traffic

Robyn Meagher, Social Media Elite

Learn how to create effective social media video content in-house that increases reach, engagement, and online footfall without large production budgets.

Mastering the Product Lifecycle

Joanne Foy, Ecommerce Manager, McElhinneys | Large Online Retailer of the Year 2025

Joanne will take attendees through the full product lifecycle in a large-scale eCommerce operation. From initial product ordering and receipting, through internal processes and getting products live on site, Joanne will explore each critical stage in between. The session will offer you practical insights into how to optimise each step to drive efficiency, performance, and customer satisfaction.

DAY 3
GROWING THROUGH PAID ADVERTISING

22nd April | Online (Teams/Zoom) | 9:00am – 1:00pm

Day 3 focuses on scaling ecommerce growth through paid channels while maintaining control over performance, attribution, and return on investment. Participants will learn how to optimise paid media across key platforms, track results accurately, and adapt to emerging shifts in traffic driven by AI and changing search behaviour.

Facilitated Feedback & Action Review

James Burke

A structured review of learnings implemented since Day 1, with peer discussion on results, challenges, and optimisations.

Performance Max: Driving Growth with Google Ads

Kieran O'Brien, Core Optimisation

Learn how to use Google Performance Max effectively to drive profitable ecommerce growth. This session covers campaign structure, optimisation tips, and common pitfalls to avoid when scaling paid search and shopping campaigns.

Mastering TikTok for Ecommerce Growth

DP Fitzgerald, Managing Director, Trufflehog

Gain practical insights into navigating TikTok as a paid growth channel from a former Retail Excellence Ireland Awards winner. Learn what works, what doesn't, and how to build campaigns that drive both awareness and conversion.

Measuring What Matters: UTMs & Attribution

Amanda Webb, Ecommerce Expert, Spiderworks

Learn how to implement clear and consistent UTM tracking across all paid campaigns to ensure every click is measured accurately. This session will help participants improve reporting, attribution, and decision-making across paid channels.

Adapting to AI-Driven Traffic Changes

Amanda Webb, Ecommerce Expert, Spiderworks

Explore the shift from traditional organic search to traffic driven by AI tools and search summaries. Learn how to measure AI-generated traffic, understand how it differs from search traffic, and use these insights to inform future marketing strategy.

Brand, Behaviour & the AI Buyer: Key Trends for 2026

Padraic McMahon, Head of Growth Strategy, Carraig Donn & Aran Woollen Mills

Discover the key AI trends shaping e-commerce and marketing in 2026, from evolving buyer journeys and omnichannel experiences to changing customer behaviour. Learn how to stay relevant as AI increasingly influences how people discover, decide and buy.

DAY 4
FUTURE PLANNING TO ACCELERATE YOUR BUSINESS

13th May | Online (Teams/Zoom) | 9:00am – 1:00pm

Day 4 focuses on turning insights into action. Participants will consolidate learning from the previous three days to develop growth plans for their ecommerce business, receive peer and expert feedback, and explore strategies for sustainable future success.

Growth Plans Presentation & Group Discussion

James Burke

Participants will present their growth plans, discuss implementation challenges, and receive constructive feedback from the group and facilitators. This interactive session ensures each plan is actionable and aligned with best practice.

Learning from Award-Winning Online Retailers

Michelle Lawlor, Owner – Nude Wine Co.

Small Online Retailer of the Year 2025. Michelle will share practical strategies for scaling a smaller ecommerce business, focusing on growth levers, operational efficiency, and customer engagement.

Gavin White, MD – EZ Living Interiors

Multiple Award-Winning Ecommerce Store. Gavin will provide insights into scaling a larger online operation, including long-term planning, team management, and operational excellence.

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BOOKING INFORMATION

Price:
€750 +VAT

Book online at www.retailexcellence.ie

For further information, please contact:

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