

Akeneo to Host Premier Global Summit for PIM & PXM Community in Historic Boston Seaport from October 4-5

Registration is now open for the first North American Akeneo Unlock event featuring educational panels and product announcements.

BOSTON – September 8, 2022 – [Akeneo](#), the global leader in product experience management (PXM) and product information management (PIM), announced today that its global summit for the PIM and PXM community, Akeneo [Unlock](#), is coming to North America for the first time at District Hall in the famous Boston Seaport from October 4-5.

The eighth edition of Unlock serves as the conference’s official expansion into North America as Akeneo undergoes a large-scale international expansion following its \$135M Series D funding round this spring. The vibrant and interactive conference will feature hundreds of industry leaders, customers, partners, and e-commerce professionals, and include product insights, customer panels, and keynote presentations that will inspire and empower attendees to harness the power of PIM and PXM.

“We are thrilled to finally bring our signature conference to the North American PIM and PXM community,” said Fred de Gombert, CEO of Akeneo. “Today’s brands and retailers are under enormous pressure, with everything from the explosion of channels to pricing fluctuations impacting the way consumers shop. We’re looking forward to introducing the next phase in the evolution of Akeneo that will help teams develop powerful [Product Activation](#) strategies as they navigate the new retail environment and deliver winning customer experiences every time, across every channel.”

The conference will feature senior leaders from brands including TaylorMade Golf, Alpargatas, and Thrasio, who will share valuable insights into the ways they leverage Akeneo solutions and PXM best practices to optimize, accelerate, and scale their ecommerce strategy. Akeneo will also share an exclusive first look of Akeneo’s latest product releases and the upcoming product roadmap with hands-on demonstrations from Akeneo product experts. Attendees will learn how to leverage the latest capabilities to unlock growth directly from the product teams that created Akeneo’s new features, add-ons, platform updates, and products.

Unlock Boston follows Akeneo’s most recent iteration of the conference, which took place in [Paris in March of 2022](#). Nearly 600 guests met at the historic Maison de la Mutualité, where Akeneo announced its successful Series D funding round, which would be used to accelerate its international expansion, further build up its leadership team, and reboot and grow the PIM category. At Unlock Boston, the company will unveil for the first time the latest evolution in their technology that will give new dimensions to the PIM market.

The conference will conclude with a networking event, followed by Akeneo's signature Unlock Party. To learn more about Unlock and to register for the event, please visit <https://unlock.akeneo.com/2022-Boston>.

About Akeneo

Akeneo is a global leader in Product Experience Management (PXM) helping businesses with products to unlock growth opportunities by delivering a consistent and compelling product experience across all channels, including ecommerce, mobile, print, points of sale and beyond. With its open platform, leading PIM, add-ons, connectors and marketplace, Akeneo PXM Studio dramatically improves product data quality and accuracy, simplifies catalog management, and accelerates the sharing of product information across channels and locales.

Leading global brands, manufacturers, distributors and retailers, including Thrasio, Staples Canada, boohoo.com, and Air Liquide trust Akeneo to scale and customize their omnichannel commerce initiatives. Using Akeneo, brands and retailers can activate product experiences in any channel, therefore driving improved customer experiences, increased sales, reduced time to market, accelerated global expansion, and increased team productivity. For more information: <https://www.akeneo.com>.

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