

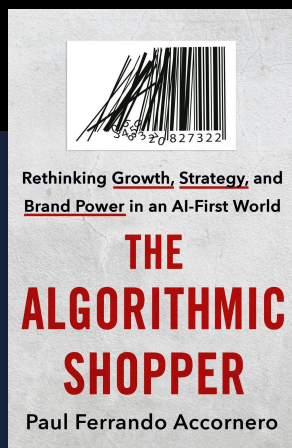
Paul F. Accornero

*Architect of The Shopper Schism
and Agentic Commerce*

Founder, The AI Praxis

Author, *The Algorithmic Shopper*

(St. Martin's Press, April 2027)



THE BOOK

*The Algorithmic Shopper: Rethinking Growth, Strategy, and
Brand Power in an AI-First World*

St. Martin's Press, an imprint of Macmillan. On sale 13 April 2027.

"This is a provocative and essential book for anyone seeking to understand and take advantage of the next great revolution in strategy and marketing."

Costas Markides, Professor of Strategy and Entrepreneurship, London Business School, on *The Algorithmic Shopper*

POSITIONING

Paul F. Accornero named the Shopper Schism and defined agentic commerce as an academic discipline. Agentic commerce is the mode of exchange in which autonomous AI agents, operating on delegated authority from human principals, perform the shopper function of search, evaluation and purchase. He pairs more than 25 years of C-suite commercial leadership with academic research. Boards and commercial leaders bring him in to work out what happens to brand and growth when the buyer is a machine.

SPEAKER BIOGRAPHY

Paul F. Accornero is the Founder of The AI Praxis, a research practice established in 2024, and the author of *The Algorithmic Shopper* (St. Martin's Press, on sale 13 April 2027). The practice exists to move the field from observation to verifiable, data-driven fact: the physics of agentic commerce, and the instruments that measure it.

He is the Architect of The Shopper Schism and the first researcher to define agentic commerce as a formal academic discipline. His frameworks include the Shopper Schism, Agent Intent Optimization (AIO) and Algorithmic Readiness. He has published more than 30 works on SSRN, which places him among the top one percent of SSRN authors by downloads. His work appears in Harvard Business Review, Forbes, California Management Review and AACSB Insights. He is a guest lecturer at Harvard's Division of Continuing Education.

He spent more than 25 years in C-suite commercial leadership. Most recently he was Group Chief Commercial Officer of the De'Longhi Group, with a €3.5 billion P&L across more than 120 markets. Earlier he held senior commercial leadership roles across Asia-Pacific at L'Oréal.



Keynote, 2026



ABC RADIO
Studio 400

ON STAGE IN 2026



BERLIN Keynote, IFA Retail Leaders Summit, 2026

ISTANBUL
Keynote, Istanbul Global E-Export Summit (IGEXX), 2026SÃO PAULO
Keynote, StartSe AI Festival, 2026HARVARD
Guest lecture, Division of Continuing Education, 2026

RECENT PLATFORMS

IFA Retail Leaders Summit keynote, Berlin · IGEXX Istanbul Global E-Export Summit keynote · StartSe AI Festival keynote, São Paulo · EPP Retail and Consumer Pricing Conference · Harvard Division of Continuing Education guest lectures · Strategic Management Society Annual Conference panel, Berlin.



ISTANBUL The Shopper Schism on stage, IGEXX, 2026

THE IDEA: THE SHOPPER SCHISM

For a century, the consumer and the shopper were the same person. That era is ending.

AI shopping agents now search, compare and buy on behalf of the humans they serve. They weigh structured data over the persuasion layer built for human shoppers. This is the Shopper Schism: the separation of the consumer, who experiences value, from the shopper, who executes the transaction. Paul's frameworks give leaders a language and a method for that shift.

THE EVIDENCE

The work is tested in the open. The Proof-Based Pricing note is public on SSRN (ssrn.com/abstract=7427339). A pre-registered field experiment asks how verifiable product claims change what AI buying agents select and the price they accept. The registration is public on OSF (DOI [10.17605/OSF.IO/GPBUK](https://doi.org/10.17605/OSF.IO/GPBUK)).

Also on record: *The Great Split*, original consumer research with Appinio that maps how shoppers begin to delegate search, evaluation and purchase to AI agents.

FOUR CORE IDEAS

The Shopper Schism

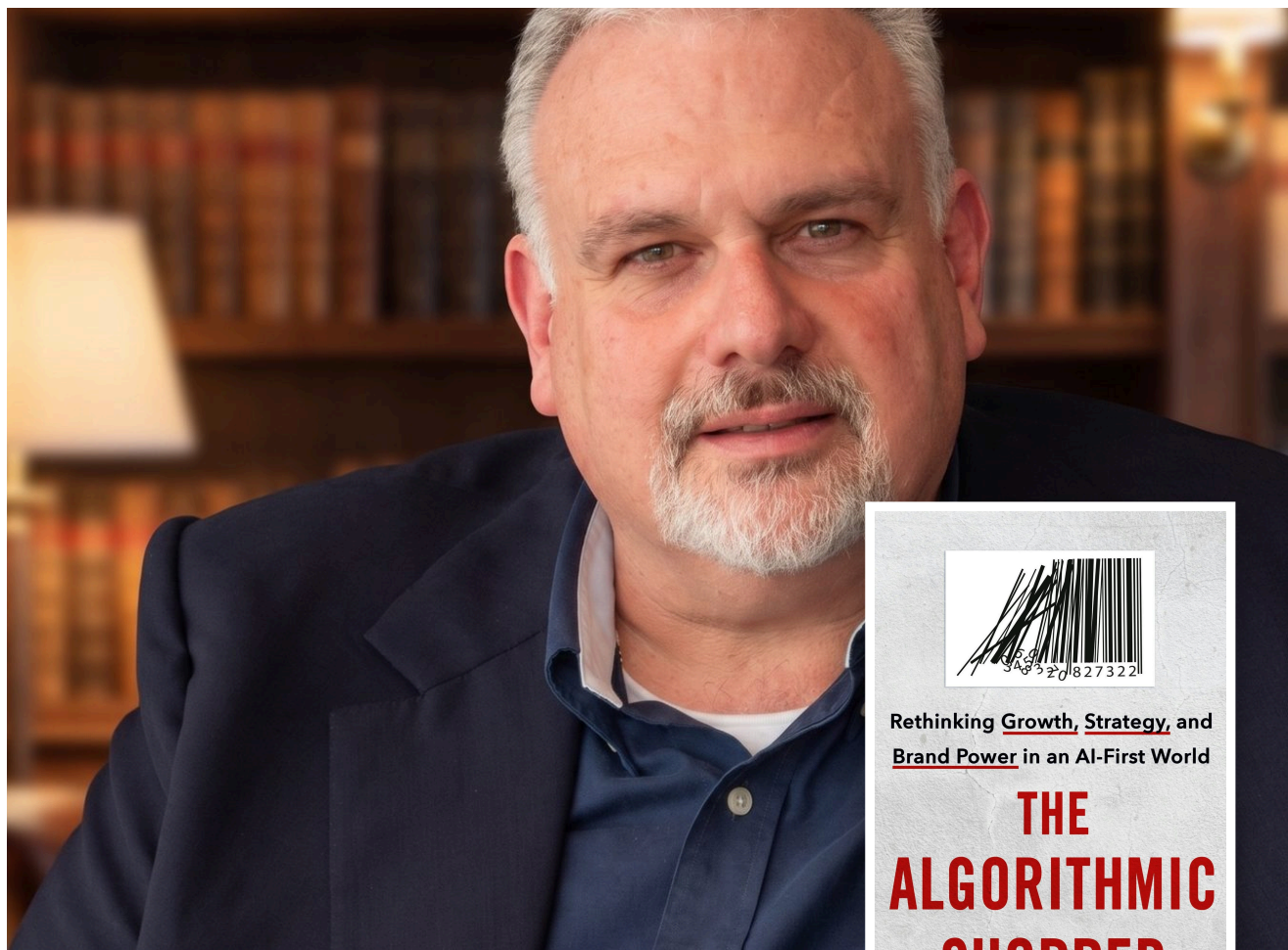
Agent Intent Optimization (AIO)

Algorithmic Readiness Audit (ARA)

Proof-Based Pricing

The Four Ds

THE BOOK

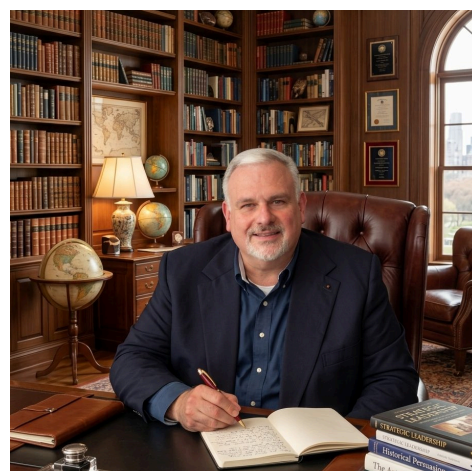


The Algorithmic Shopper: Rethinking Growth, Strategy, and Brand Power in an AI-First World

St. Martin's Press, an imprint of Macmillan. On sale 13 April 2027.
The 2027 talks are built on its argument and carry the evidence the book went to press before.

The Algorithmic Shopper is “a bold and timely book that makes the compelling case that AI is separating the consumer from the shopper”.

Costas Markides, Professor of Strategy and Entrepreneurship, London Business School



THE 2027 OFFER

Two keynotes and one working session. Each keynote is offered three ways.

Solo keynote · **Research keynote with a moderator** · **Fireside** (formats on the next page). Lengths: keynote 20 to 45 minutes; fireside 30 to 40 minutes; working session 60 to 90 minutes. In person or remote.



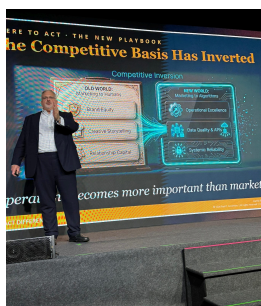
KEYNOTE 1

The Shopper Schism: How to Win the Sale When the Shopper Is No Longer Human

Where AI shopping agents already intermediate retail categories. Why the persuasion layer loses value. What replaces it: verifiable product data, agent discoverability and machine-readable trust.

- A map of where agents already intermediate your categories, and a way to measure how visible your products are to them.
- The Four Ds diagnostic (Data Quality, Discoverability, Decisional Clarity, Delivery Reliability).
- A 90-day Algorithmic Readiness plan with owners and metrics.

Ideal for: retail shows of the NRF and Shoptalk kind · associations · retail and consumer goods boards



KEYNOTE 2

When Your Buyer Is an Algorithm: What Happens to Price?

An agent cannot be persuaded, only informed. What it cannot verify, it discounts. The session sets out the Proof-Based Pricing argument and the method of the pre-registered experiment that tests it. It states no result before the experiment publishes.

- Which product claims an AI buying agent can verify, and which it sets aside.
- What a pre-registered method looks like, so a room can tell evidence from forecast.

Ideal for: industry shows · executive education · pricing and commercial leadership events



WORKING SESSION · 60 TO 90 MINUTES

Your Newest Customer Is an Algorithm: A 90-Day Readiness Plan for Agentic Commerce

Score whether an agent can find, evaluate and buy your products. Then leave with a 90-day plan with owners and metrics.

Ideal for: retail and consumer goods boards · leadership teams · executive education

FIRESIDE FORMATS



The Algorithmic Shopper, in conversation

35 minutes: 25 host-led, 10 audience. Host: an editor, a retail chief executive or an academic host at a school event. The questions follow the book's argument.

1. For a century the consumer and the shopper were the same person. When did you first see them come apart?
2. You call it the Shopper Schism. What separates, and what stays with the human?
3. If an agent cannot be persuaded, only informed, what happens to the marketing budget?
4. Where do agents already intermediate retail categories, and where is it still a forecast?
5. What does an agent do with a claim it cannot verify? Tell us what your experiment tests, and when the results publish.
6. A chief executive leaves this room on Monday. What are the first things to check?
7. Which argument in the book do you expect retailers to push back on hardest?



Board fireside

30 minutes, closed door, Chatham House rule. For retail and consumer goods boards.

1. You call it the Shopper Schism. What separates, and what stays with the human?
2. Where do agents already intermediate retail categories, and where is it still a forecast?
3. A chief executive leaves this room on Monday. What are the first things to check?
4. Who on this board owns agent readiness?
5. What would you stop funding this year?

PANEL QUESTIONS



Five questions a chair can put to Paul on a panel.

1. If the shopper is an agent, who does a brand still market to?
2. Which product claims can an AI buying agent check today, and which does it set aside?
3. Does delegated buying weaken brand loyalty, or turn it into a data contract?
4. Who owns the customer relationship when an agent sits between the retailer and the buyer?
5. What should a retail board ask its commercial director before the next planning cycle?

SOUNDBITES

"The algorithm is not the medium. The algorithm is the customer."

"The brand isn't dead; it's being audited."

ENDORSEMENTS

“The Algorithmic Shopper is a bold and timely book that makes the compelling case that AI is separating the consumer from the shopper ... This is a provocative and essential book for anyone seeking to understand and take advantage of the next great revolution in strategy and marketing.”

COSTAS MARKIDES Professor of Strategy and Entrepreneurship, London Business School

“Its ability to connect developments in markets and organizations with questions of governance, technological transformation, and the evolving boundaries of the firm makes it, in my view, one of the most exciting contributions to the field.”

PROF. STEFAN KEMP

Macromedia University, on *The Algorithmic Shopper*

“I attended your presentation at the AI FESTIVAL. Yours was by far the best presentation so far!”

VANIA M. MARTON BIAZOLLI

Executive Advisor, Fractional CHRO, Organizational Transformation, Business Operations · LinkedIn message after Paul's keynote, StartSe AI Festival, São Paulo, 2026

“Thank you again for yesterday. I thoroughly enjoyed, learned, and left with a new appreciation for how AI fits in retail.”

SIMON TWIGG

Managing Director, Jellyhead Industries

“Paul F. Accornero shared another powerful idea: the only way to appeal to agentic AI is to be verifiably better.”

JULIAN LORENZO FARRAPEIRA

CEO at Wellbeing Leadership, Founding Partner · public LinkedIn post after Paul's Harvard session, 2026

“Thank you also to Paul F. Accornero for the session on AI in marketing and e-commerce, and how differently the technology behaves depending on where it sits in the value chain.”

SHRIYA KOUL

Program Management at Amazon, Darden MBA · public LinkedIn post after Paul's Harvard session, 2026

“Paul F. Accornero has the vision and the data about the future of agentic commerce.”

VINÍCIUS GALVÃO CUNHA

Founder, Snackin'

“As a strategic thinker, Paul can see ahead of the curve but at the same time is a pragmatic thinker and this ensures success of strategies, because his thought processes are grounded in reality.”

SRIDHAR NAGARAJAN

Ops Strategy & Sustainability Leader

CREDENTIALS AT A GLANCE

AUTHOR	<i>The Algorithmic Shopper: Rethinking Growth, Strategy, and Brand Power in an AI-First World</i> . St. Martin's Press, an imprint of Macmillan, on sale 13 April 2027.
PLATFORM	Founder, The AI Praxis, a research practice established in 2024 for the theory and practice of agentic commerce.
ACADEMIC	More than 30 works on SSRN as of September 2026, among the top one percent of SSRN authors by downloads. Published in California Management Review (FT50) and AACSB Insights. ORCID 0009-0009-2567-5155.
PRESS	Harvard Business Review, “Algorithmic Shopping Is Here. Is Your Company Ready?” (August 2026). Forbes, with Giuseppe Stigliano. California Management Review, “The Shopper Schism: Competing When AI Agents Become Your Customer” (February 2026). AACSB Insights, “When the Algorithm Becomes the Customer” (June 2026).
TEACHING	Guest lecturer, Harvard Division of Continuing Education (DCE). Five sessions since December 2025, both remote and in person.
CAREER	More than 25 years of C-suite commercial leadership. Formerly Group Chief Commercial Officer of the De'Longhi Group (€3.5 billion P&L, more than 120 markets, more than 30 subsidiaries). Earlier, senior commercial leadership across Asia-Pacific at L'Oréal.
EDUCATION	Harvard Business School alumnus (GMP23). Executive programs at Wharton and INSEAD. Bachelor of Commerce, University of Queensland.
FELLOWSHIPS	Chartered Institute of Marketing (FCIM). Chartered Management Institute (FCMI).

SHORT BIOS FOR YOUR USE

80 WORDS: PROGRAMS, LISTINGS

Paul F. Accornero is an independent researcher on agentic commerce and the founder of The AI Praxis, a research practice established in 2024. He is the author of *The Algorithmic Shopper*, publishing with St. Martin's Press on 13 April 2027, and wrote on agentic buying for Harvard Business Review in August 2026. He has published more than 30 works on SSRN and runs a pre-registered field experiment on how AI buying agents respond to verifiable product claims.

50 WORDS: PANEL INTRODUCTION, SOCIAL

Paul F. Accornero is the founder of The AI Praxis and the author of *The Algorithmic Shopper* (St. Martin's Press, 2027). He is the Architect of The Shopper Schism. He spent more than 25 years as a C-suite commercial leader, most recently as Group Chief Commercial Officer of the De'Longhi Group, and earlier in senior commercial leadership across Asia-Pacific at L'Oréal.

ONE LINE

Paul F. Accornero | Founder, The AI Praxis | Author, *The Algorithmic Shopper* (St. Martin's Press, 2027)
| Architect of The Shopper Schism

CONTACT & ASSETS



PRESS PHOTO
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Paul F. Accornero
Founder, The AI Praxis
paul.accornero@aipraxis.ai
+39 335 124 1888 (IT)
+44 7494 047775 (UK)

Website: paulaccornero.com
LinkedIn:
linkedin.com/in/paulaccornero
SSRN: ssrn.com/author=8182896
Press photo and full media kit on
request, or at
paulaccornero.com/speaker-kit.

Brand identity: paulaccornero.com/about · Photographs: stage photographs from IFA Retail Leaders Summit Berlin, IGEXX Istanbul, StartSe AI Festival São Paulo and Harvard Division of Continuing Education, 2026.