



# eCommerce

Global eCommerce Summit

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**Excerpts from an interview with  
Juan Antonio Campuzano | Lead of eCommerce &  
eMarketing IT Latam, Kellogg company**

**In your opinion how eCommerce leaders can keep themselves up to date with the latest eCommerce trends and new technologies?**

BeCommerce is growing really fast. The way to keep up the pace is to learn, almost on a daily basis of new services, tendencies, technologies, and whatever is available through websites, podcasts, books and conferences. mean that these technologies are often rejected.

**Based on the evolution of eCommerce and changing consumer behavior in the market, where do you see the trend moving for innovation in the industry?**

I see that Data Driven initiatives will be a cutting edge in the industry. As long as we understand better our customer and diverse touchpoints where they interact with us and with our products, we will be able to increase his engagement with us. Therefore, we will have a long-term relationship by offering products/services that suits in a better way their needs.