

# Keynote Presentation: The Next Frontier of Intelligent Commerce — From Hype to How

By Russ Dieringer // April 20, 2026 // Research, Webinars

***TL;DR:** Missed Russ Dieringer's opening keynote at Syndigo Connect 2026? Watch the full presentation and download the slides to learn how leading brands are separating signal from noise and building more intelligent commerce strategies.*

1 minute read

*(Presentation recording and slide deck linked below)*

Stratably's Russ Dieringer presented the opening keynote at [Syndigo Connect 2026](#), titled "The Next Frontier of Intelligent Commerce — From Hype to How".

Here's what we're seeing across the industry:

Most organizations are feeling more *FOMO* than *focus* right now, which makes it harder to allocate time, budget, and resources confidently and effectively.

In the presentation, Russ leverages Stratably research to cut through that noise and get practical about what's changing in commerce and what brands should do about it.

For those that missed it live, we're sharing a full recording of Russ's opening keynote, along with the complete slide deck.

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