

Insights from 24 Industry Experts

Becoming an AI-Driven Ecommerce Expert in 2026



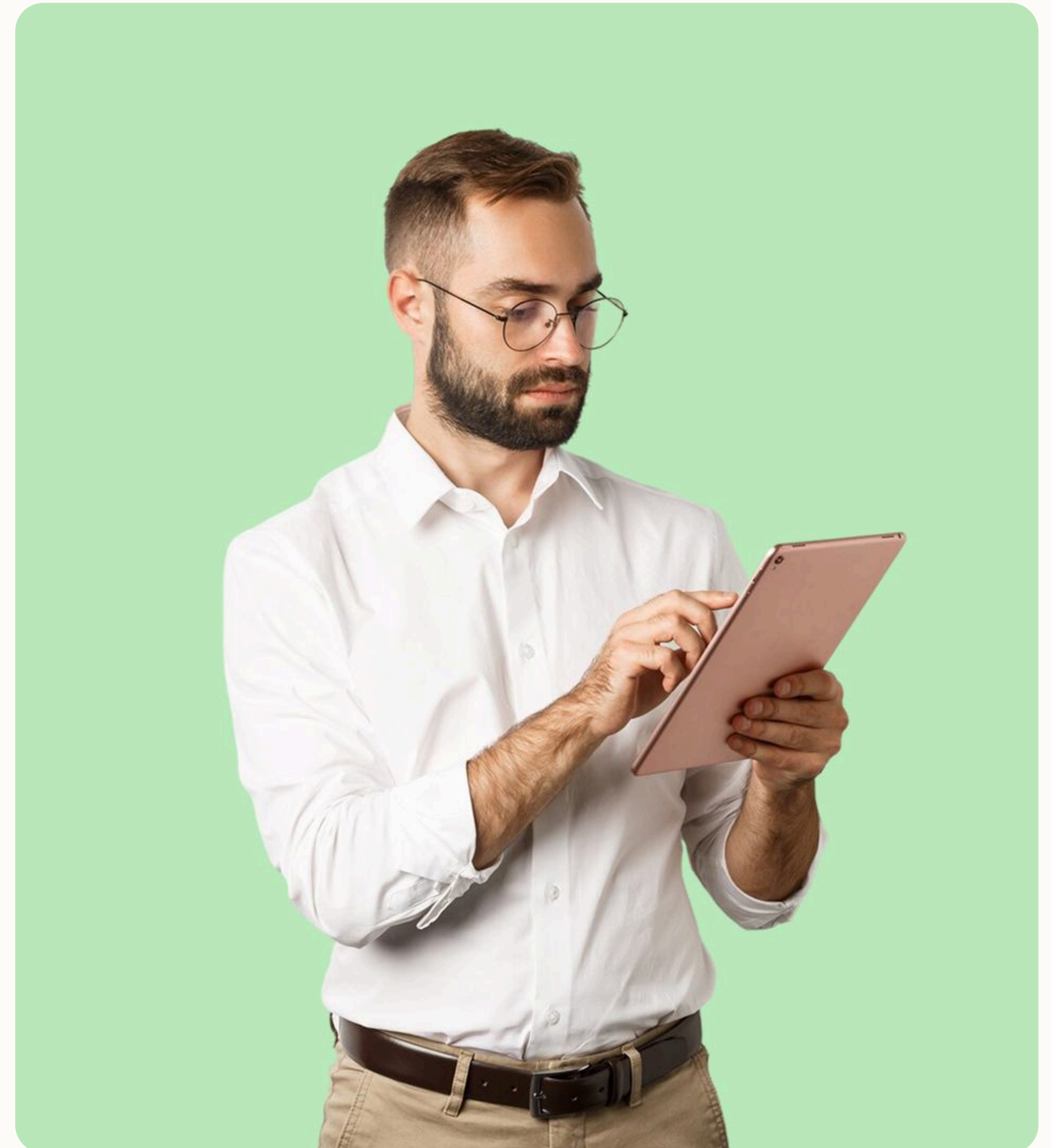
AI is moving faster than most teams can test, adopt, or even comprehend. Each week brings **new tools**, louder claims, and mounting pressure to do more with less.

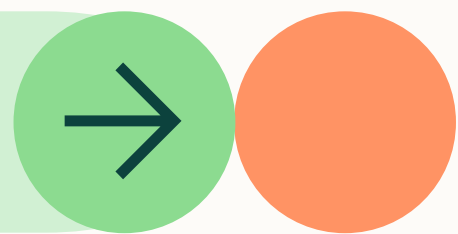
Marketing teams are caught in the squeeze: **Automate faster. Personalize better. Stay profitable.** The window to make the right bets is closing.

That is why this report exists.

We've bypassed the AI hype, gathering **perspectives from the ecommerce practitioners** and system integrators leading the front lines of **digital transformation** and **business scaling**.

Inside, you will find the signals and patterns that generic AI answers miss. This isn't just a look at the technology; it's a roadmap for the **future of ecommerce expertise**.





6 AI Tools Ecommerce Teams Need in 2026



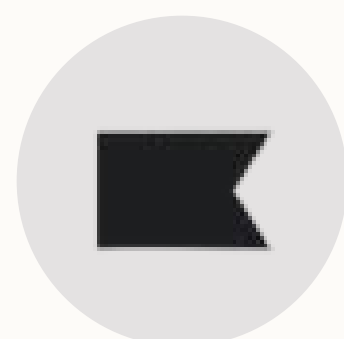
Sales Layer AI Suite

Centralizes, enriches, and distributes product data through autonomous agents, AI connectivity, and scalable ecommerce automation.



Rebuy

Uses AI-powered recommendations, upsells, and cart personalization to increase conversion rates and average order value.



Klaviyo AI

Optimizes email marketing with predictive segmentation, automated subject lines, and personalized flows to increase conversions.



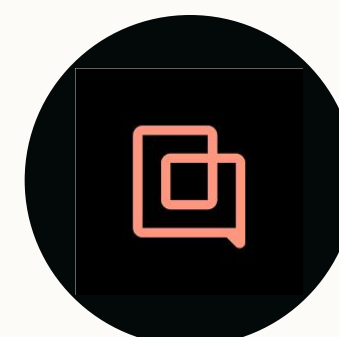
Algolia AI Search

Improves on-site search and product discovery with relevant results, smart recommendations, and better conversion rates.



Triple Whale AI

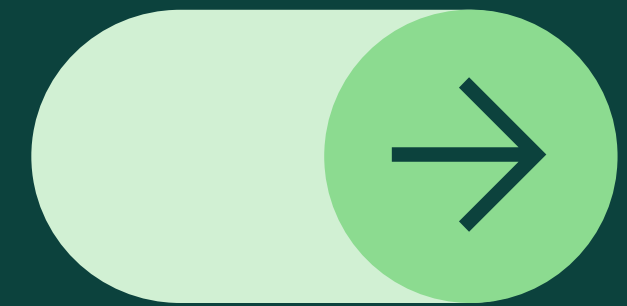
Gives ecommerce leaders clearer attribution, forecasting, and profitability insights across ad channels and stores.



Gorgias

Automates customer support, returns, and order questions to improve service efficiency.





Voices from Industry Experts

“AI doesn't fix broken ecommerce models - it exposes them. Teams that invest in data quality and clear workflows will scale faster than those chasing the latest AI tool.”



Tom Heinen
Business Consultant & Strategic
Partnerships at **Innovadis**





Tom Heinen
Business Consultant &
Strategic Partnerships
at **Innovadis**



Strong data and clear workflows come before AI scale

AI is moving ecommerce away from gut feeling and toward faster, more consistent decisions around product data, content, and merchandising. It also improves personalization and shortens time-to-market.

Capabilities that matter

Hybrid roles that combine business understanding with data knowledge matter most. Teams need people who can translate business goals into AI workflows and connect AI across PIM, search, content, and commerce systems.

Practical takeaway

Do not start with tools. Start with processes, ownership, and structured data. Then apply AI inside clear workflows.





Pär Gester
Application Engineering at **Opteno**
Group

“Think of AI as SI, simulated intelligence. It's a tool that amplifies human expertise and creativity, not a replacement for it.”



AI works best as an amplifier of human expertise

Practical improvements are already visible in customer support bots and faster customization of backend and frontend data flows.

Capabilities that matter

Understanding what AI can do, what it should not do, and what it still cannot do well.

Where the value is showing

Strong value is already visible in coding assistants and in AI-supported content work when prompting and retrieval are handled carefully. Many help desk bots were launched too quickly and without proper setup. For coding and content, hours saved remain a useful indicator. For service use cases, customer satisfaction matters more than implementation effort alone.



Pär Gester
Application Engineering
at **Opteno Group**



“AI is already creating value for us by adding product information and supporting multiple languages in retail environments.”



Riaan Jordaan
CEO at **APS (Automated Publishing Services)**





Riaan Jordaan
CEO at **APS**
(Automated Publishing
Services)



Product information and language support are practical early wins

AI is already being used for product information expansion and language support.

Capabilities that matter

Companies still need people who understand AI deeply rather than simply using it at a superficial level.

Practical takeaway

Do not wait too long. Start using AI now, but combine action with research.





John Bristow
Technical Strategist at MoJo
Active Inc

“AI is pushing ecommerce toward a zero-click, agent-assisted model.”



Zero-click discovery makes structured product knowledge more valuable

Ecommerce is moving toward a world where customers increasingly get answers from AI systems rather than from website research alone. The question is no longer only whether a page ranks, but whether the product information becomes the version AI systems repeat.

Capabilities that matter

Product data and taxonomy leadership, AI-aware content engineering, and the ability to operationalize AI at scale across workflows.

Practical takeaway

Do not wait too long. Start using AI now, but combine action with research.



John Bristow
Technical Strategist at
MoJo Active Inc



“AI is one of the most significant technologies of our era, and if developed and used responsibly, it has the potential to drive extraordinary improvements.”



Dejan Georgiev
Founder & CEO at **Uliasti**





Dejan Georgiev
Founder & CEO at
Uliasti



Real-time decisions turn AI into a commercial engine

AI as bringing decisions closer to real time and closer to the customer. sees AI continuously adjusting pricing, content, recommendations, and targeting based on live signals.

Capabilities that matter

Emphasizes AI-literate leadership, data ownership, system integration skills, and experimentation discipline. The key is not building AI from scratch but using it effectively.

Practical takeaway

Do not start with tools. Start with responsibility, business goals, clean data, and human accountability.





Miquel Mur Orts
Business Development Manager at
Telematel

“There is no successful AI strategy without an impeccable database. Garbage in, garbage out. AI doesn't correct poor data quality; it makes it exponential.”



Without clean data, AI scales the problem

AI is transforming ecommerce by automating the structuring and enrichment of product information at scale. Accurate information that resolves customer questions remains the foundation of conversion.

Capabilities that matter

AI literacy, strategic supervision of AI output, and a new automation specialist profile that can design and maintain AI-supported workflows.

Practical takeaway

There is no artificial intelligence without data architecture. Build a single source of truth before chasing AI tools.



Miquel Mur Orts
Business Development
Manager at **Telematel**

TELEMATEL >



“AI does not fix broken ecommerce setups. It exposes them. Teams that win with AI are not the ones with the most tools, but the ones with clear decisions, clean data and clear ownership.”



Gertjan van Laar
Business Director at **New Orange**





Gertjan van Laar
Business Director at
New Orange

NEW ORANGE

Clear ownership matters more than having more tools

Ecommerce moving from opinion-based decision-making toward continuous optimization supported by AI inside existing systems.

Capabilities that matter

Hybrid professionals are needed who can translate business questions into data and system requirements, plus strong integration skills across PIM, CMS, commerce, and CRM.

Practical takeaway

Start with the decisions and processes that matter most, then work backwards to data, systems, and ownership.





Marcelo Cutini
Founder & PIM Master at **CRITERIA**
Smart Cataloging

“AI doesn’t fix broken ecommerce foundations, it scales them. The real competitive advantage comes from combining clean product data, clear governance, and AI applied with purpose.”



Governed product data is the real competitive edge

AI reducing manual effort in catalog management, enrichment, and analysis, allowing teams to focus more on quality control and strategy.

Capabilities that matter

That data literacy matters more than prompt engineering. values business-oriented professionals who understand product data models, taxonomies, and system flows.

Practical takeaway

Fix the data foundation before chasing AI. Without strong taxonomy, workflows, and governance, AI only multiplies the problem.



Marcelo Cutini
Founder & PIM Master
at **CRITERIA Smart Cataloging**

criteria
smart cataloging®



“In ecommerce, AI is no longer an innovation layer , it’s becoming a core growth engine.”



Pedro Albaladejo Sánchez
CCO at **Webimpecto**





**Pedro Albaladejo
Sánchez**
CCO at
Webimpacto



AI is moving from experiment to core growth engine

AI making ecommerce more data-driven, automated, and scalable across forecasting, pricing, campaign optimization, customer segmentation, personalization, and support.

Capabilities that matter

AI-literate strategists, data and performance analysts, CRM and marketing automation specialists, and product and merchandising managers who can act on AI-driven insight.

Practical takeaway

Do not treat AI as a side project. Embed it into the growth strategy and focus on measurable business outcomes.





JP Singh
CEO at **Wagento Creative**

“In the next era of commerce, the winners won't be those with the most powerful AI, but those who successfully transition from managing people who do tasks to orchestrating agents that deliver outcomes.”



The operating model is shifting from tasks to outcomes

AI in strongly agentic terms, describing a shift from manual intuition toward systems that can optimize pricing, automate personalized workflows, and support supply chain decisions.

Capabilities that matter

AI orchestrators, data strategists, GEO, and ethical oversight of autonomous systems.

Practical takeaway

Stop treating AI as a future topic and begin redesigning the operating model around outcomes.



JP Singh
CEO at **Wagento**
Creative



“We’re not automating people out;
we’re automating friction out.
Humans should perform the
important tasks, not the routine
ones.”



Mauro Rocha
Business Developer at **LOBA**





Mauro Rocha
Business Developer
at **LOBA**



The goal is to remove friction, not people

Changes in customer support and user experience as the most visible areas.

Capabilities that matter

The importance of staying current on AI while strengthening critical thinking and problem-solving.

Practical takeaway

Keep an open mind and apply the right technology to the right use case.





Antonio Cernadas
Director of Operations at **AyGLOO**

“The most important KPI isn't perfection, it's adoption velocity.”



Speed of adoption matters more than perfect execution

AI is lowering the barrier to entry in ecommerce by letting smaller teams handle more sophisticated work and decision-making.

Capabilities that matter

Emphasizes AI fluency, prompting, context management, and the ability to give systems the right business context.

Practical takeaway

Stay platform-agnostic and build a culture of constant experimentation.



Antonio Cernadas
Director of Operations
at **AyGLOO**



“If your ecommerce platform can't talk to an agent as fluently as it speaks to a human, you aren't just losing a sale. You're becoming invisible to the next generation of the digital economy.”



Emre Güneş
PIM Consultant for Lighting
Manufacturers at **Ağustos**
Teknoloji





Emre Güneş
PIM Consultant for Lighting
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Teknoloji



Agent-ready commerce starts with accessible product data

Speed, comparison, and accessibility. sees AI making it easier for buyers to search, compare, and potentially buy faster.

Capabilities that matter

Puts adaptation at the center, especially the need to prepare commerce platforms and product data for an agent-driven future.

Practical takeaway

Audit whether the current platform is ready for agent commerce.





Jordi Mercader
Partner at 171Consulting

“In B2B ecommerce, the competitive advantage isn't in having the fanciest AI. It's in having product data so clean, structured, and accessible that any AI tool can use it effectively.”



In B2B, clean product data matters more than flashy AI

AI is exposing just how poor product data is in many B2B organizations. sees AI forcing businesses to prioritize clean, centralized, structured product information.

Capabilities that matter

Roles such as product data strategist, data quality manager, and system integration specialist.

Practical takeaway

Do not build the roof before the foundation. Invest in the product data layer first.



Jordi Mercader
Partner at 171Consulting

“171Consulting



“AI is changing ecommerce at two levels: it accelerates internal decision-making and workflows, and it also creates new customer-facing opportunities.”



Angel Villa
CEO at **Onforyou**





Angel Villa
CEO at **Onforyou**

Onforyou

AI creates value in both internal workflows and customer experience

AI speeding up analysis, prioritization, validation, and execution inside organizations, while also opening customer-facing opportunities when used well.

Capabilities that matter

Judgment, the ability to know when AI truly adds value, and the ability to ask the right questions and supervise results.

Practical takeaway

Ignore the hype, understand the business deeply, and use AI when there is a clear problem to solve.





Gonzalo Casado
CEO at **Upango**

“2026 will mark the beginning of AI agents as a new link in the ecommerce value chain. The brands that understand how to integrate them into their strategy and content will achieve greater relevance and more sustainable growth.”



AI agents are becoming a new layer in the ecommerce value chain

2026 will be the year AI-agent solutions become consolidated, shaping both internal productivity and customer-facing experiences.

Capabilities that matter

Mixed profiles that combine business vision with technical understanding, including AI-oriented ecommerce consultants, predictive behavior analysts, and product leaders with automation skills.

Practical takeaway

Adopt AI as a business strategy, not just as a technology trend, and define a roadmap with measurable objectives.



Gonzalo Casado
CEO at **Upango**

UPANGO



“In B2B ecommerce, AI isn't replacing the human touch, it's freeing your team to focus on what truly matters: building relationships and solving complex customer problems.”



Alexandre Perrachon
CEO at **Synolia Latam**





Alexandre Perrachon
CEO at **Synolia Latam**



B2B teams need AI to scale personalization without losing human focus

AI transforming B2B ecommerce through hyper-personalization at scale and automation of complex product data management.

Capabilities that matter

Data orchestration, AI prompt and model-tuning capabilities for commerce use cases, and stronger governance around AI outputs.

Practical takeaway

Start with clean, structured product data in a robust PIM. That is what makes later AI layers usable.





Francisco Javier Gómez Laínez
CEO at Nousmedis

“A robust PIM shouldn't just feed your print catalog, it should feed your AI agents.”



A strong PIM should feed AI, not just catalogs

AI removing bottlenecks in catalog production by improving completeness, visual asset creation, localization, and sales enablement.

Capabilities that matter

The rise of hybrid “vibe coding” profiles and to people who can use AI to build scripts, automations, and better internal workflows without needing deep engineering backgrounds.

Practical takeaway

Treat product data as infrastructure rather than just content. Build the single source of truth before layering on customer-facing AI.



Francisco Javier Gómez Laínez
CEO at Nousmedis



“AI is making human judgment more important, not less. The bottleneck has shifted from creation to curation.”



Ben Brendle
Head of Product at **Harris Digital**





Ben Brendle
Head of Product at
Harris Digital



As AI creates faster execution, curation and judgment matter more

AI is compressing timelines and accelerating execution, which makes human judgment more valuable, not less.

Capabilities that matter

Editorial judgment, quality control, strategic thinking, and prioritization as critical human strengths in an AI-supported workflow.

Practical takeaway

Invest in people who can think critically and exercise judgment, then give them AI tools to move faster.





Neven Savanovic
CEO at NENASAL

“AI will not save a messy ecommerce stack. Clean product data, strong integrations, and clear ownership turn AI into measurable growth.”



AI growth starts with a clean stack, clear rules, and ownership

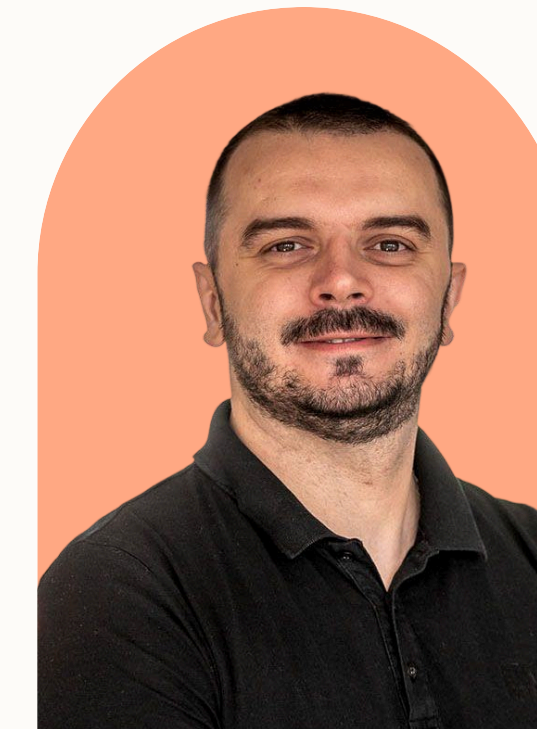
AI moving teams from manual work and slow planning toward automated workflows and faster, data-led decisions.

Capabilities that matter

PIM and data governance owners, integration and automation engineers, and AI workflow owners who can set rules, QA, and approvals.

Practical takeaway

Fix the product data and workflow layer first, then add AI with clear ownership and measurable targets.



Neven Savanovic
CEO at **NENASAL**



“AI will not replace great ecommerce operators, but it will dramatically amplify the ones who combine strong data, clear strategy, and a culture of experimentation.”



Carlos Sánchez
Área eCommerce at Inforges





Carlos Sánchez
Área eCommerce at
Inforges



AI amplifies operators who combine data, strategy, and experimentation

AI making ecommerce more predictive and personalized across pricing, forecasting, recommendations, marketing, service, and operations.

Capabilities that matter

Prompting, automation, and hybrid roles that combine ecommerce, analytics, and marketing.

Practical takeaway

Focus on data and workflows first. That is what turns AI from a demo into competitive advantage.





Bradley Bryant
COO at Ecomplete Commerce

“The winners in AI-driven ecommerce won't be the companies with the most AI tools, they'll be the ones who've figured out which human decisions actually matter.”



The winning teams know which human decisions still matter most

Ecommerce moving from manual execution to strategic oversight. AI is automating content creation, analysis, and support while making strong human decisions more central.

Capabilities that matter

The rise of AI orchestrators who can validate outputs, connect systems, and decide what should be automated versus what should remain human-led.

Practical takeaway

Start with the painful manual processes that drain the team. That is where AI can remove the most friction right now.



Neven Savanovic
CEO at **NENASAL**

ecomplete.
commerce



“AI isn’t just changing ecommerce... it’s changing how customers find brands. In 2026, search visibility won’t be won in Google alone.”



Amanda Porter
eCommerce Manager at
InteractOne





Ben Brendle
Head of Product at
Harris Digital



Search visibility is expanding beyond Google alone

The most visible change in 2026 will be in search and discoverability, as AI search engines increasingly shape how customers find products and brands.

Capabilities that matter

That broader marketing and strategic roles will become more important as routine work becomes easier to automate.

Practical takeaway

Do not fear AI itself. Fear what happens if competitors embrace it earlier and more effectively.



“AI will not replace great ecommerce operators, but it will dramatically amplify the ones who combine strong data, clear strategy, and a culture of experimentation.”



Anand P. Gera
Director at **Wagento**





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AI amplifies operators who combine data, strategy, and experimentation

AI making ecommerce more predictive and personalized across pricing, forecasting, recommendations, marketing, service, and operations.

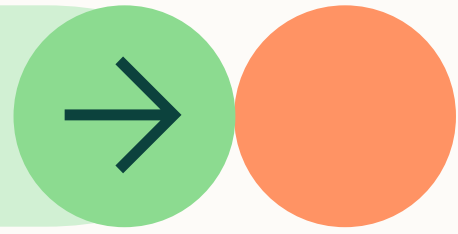
Capabilities that matter

Prompting, automation, and hybrid roles that combine ecommerce, analytics, and marketing.

Practical takeaway

Focus on data and workflows first. That is what turns AI from a demo into competitive advantage.





Shifts Shaping AI-Driven Ecommerce in 2026

Orchestration over Execution

AI is shifting the role of the team from manual task-work to high-level system orchestration.

Data as Strategy

Product data quality is no longer a back-office technicality; it is now your primary driver of strategic growth.

The Rise of the Hybrid

The "narrow specialist" is a bottleneck. Value now belongs to hybrid experts who bridge tech and strategy.



Integration is Key

Isolated tools create friction. Real scale happens when your AI ecosystem is seamlessly integrated.

The Human Premium

As AI commoditizes content, human judgment, intuition, and oversight have become more critical than ever.

Beyond the Search Bar

Discovery is evolving. We look at how brands are winning in a world moving beyond classic SEO.



AI is no longer a side topic in ecommerce. It is becoming part of how the work gets done. Across the responses in this report, the same idea appears again and again: when the foundations are strong, AI helps teams move faster, improve consistency, and scale execution with more confidence.

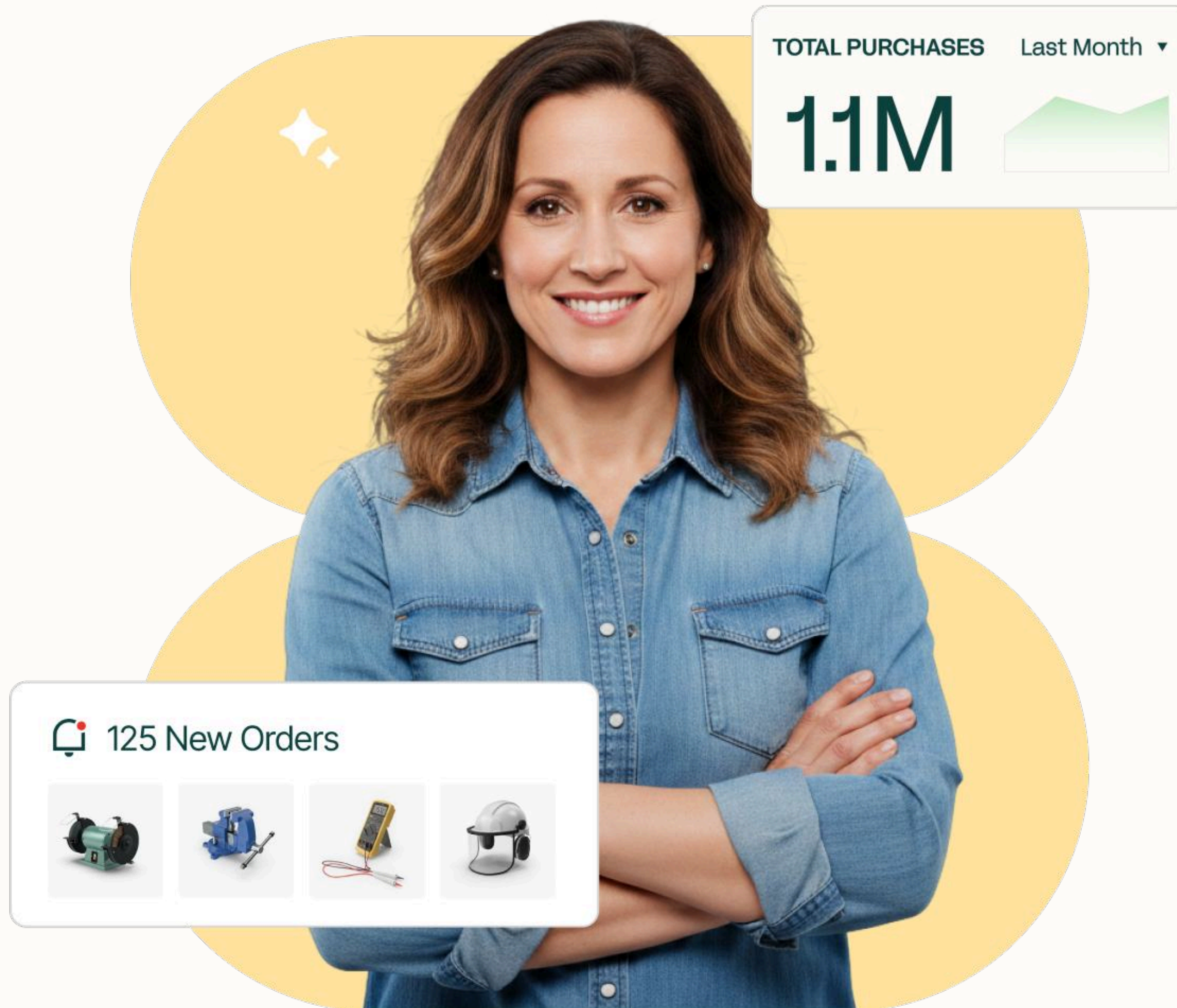
But these experts are not describing AI as a shortcut. **They describe it as an amplifier.** When product data is clean, workflows are clear, and ownership is defined, AI creates leverage. When those foundations are weak, the gaps become even more visible.

That is why the clearest gains are still the most practical ones.

Better product data. Faster updates. Cleaner workflows. Stronger support. More relevant experiences. Better visibility in a new AI-shaped discovery journey. This is where AI is starting to prove its value inside real ecommerce operations.

The image features a man with short brown hair and a beard, wearing a brown crew-neck sweater, standing with his arms crossed. He is positioned in front of a large, light blue circular graphic. To his left, there are two white starburst icons. To his right, there is a white rounded rectangle containing a line graph with a green shaded area underneath, labeled "2026 PLAN". Below the man, there is a white rounded rectangle titled "AI COWORKERS" which lists four AI tools: Zyra (Creates product descriptions), Nexis (Adds short marketing copy), Astra (Long SEO descriptions), and Liora (Translates titles and attributes). Above this list is another white rounded rectangle titled "AI Ecommerce Expert" with the subtitle "Defines strategy and reviews results". To the right of the man, there is a blue speech bubble containing a white thumbs-up icon and the number "150".





At the same time, something bigger is taking shape. **AI is not only changing how ecommerce teams execute. It is also changing what ecommerce expertise looks like.** Teams are being pushed to move faster, make better decisions, and do more with less. The ones that respond best will be more agile, more connected, and more strategic in how they combine human judgment with AI capabilities.

In the end, this report points to a clear conclusion. **Becoming AI-driven in 2026 is not about chasing every new tool.** It is about building the foundations that allow AI to create real value across your ecommerce operation.

Discover how Sales Layer Agentic PIM helps ecommerce teams strengthen those foundations with better product data, connected workflows, and AI-ready catalog management.



Closing the Product Data Gap

The global leader in PIM for AI-driven Commerce & Supply Chains

[Try for Free](#)

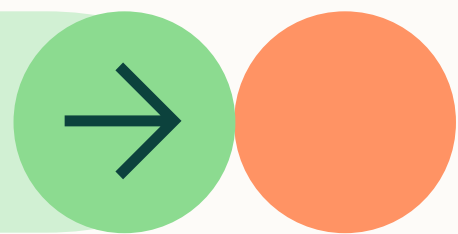


"Our products are complex, and managing the offering simply wasn't viable without Sales Layer. We should have made the jump years earlier."



Colin Hough

Senior Marketing Manager at B-K Lighting



Respondent List

Tom Heinen,

Business Consultant & Strategic Partnerships, Innovadis

Pär Gester,

Application Engineering, Opteno Group

Riaan Jordaan,

CEO, APS (Automated Publishing Services)

Miquel Mur Orts,

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PIM Consultant for Lighting Manufacturers, Ağustos Teknoloji

Jordi Mercader,

Partner, 171Consulting

Angel Villa,

CEO, Onforyou

Gonzalo Casado,

CEO Upango, Upango

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