



Neil deGrasse Tyson to Headline Accelerate: The Global Ecommerce Acceleration Summit

February 11, 2025



Tyson will be joined by best-selling author, entrepreneur, and Shark Tank star Daymond John as part of Accelerate's blockbuster speaker lineup in 2025.

SALT LAKE CITY — February 11, 2025 — Event organizers for [Accelerate](#) today announced renowned astrophysicist, best-selling author, and science communicator Neil deGrasse Tyson as a headline speaker for its annual global ecommerce acceleration summit taking place May 21-22, 2025 at the Salt Palace Convention Center in Salt Lake City, Utah.

As the director of the Hayden Planetarium in New York City, Tyson has dedicated his career to inspiring curiosity about the universe and advocating for science education. He hosts the hit radio and television show StarTalk and is the New York Times best-selling author of "Astrophysics for People in a Hurry" and "Letters from an Astrophysicist". Tyson will be sharing his thoughts on how a cosmic perspective can influence what we think and feel about science, culture, business, and life itself.

Among other high-profile luminaries to be announced in the coming weeks, Tyson will be joined by successful entrepreneur, New York Times best-selling author, and a motivational speaker Daymond John. Best known as a "shark" on ABC's Emmy-award-winning show Shark Tank, John also serves as founder and CEO of FUBU—a globally recognized lifestyle brand with billions in product sales. His insights into entrepreneurship and innovation have earned him hundreds of accolades, including Brand Week's "Marketer of the Year" and Ernst & Young's "New York Entrepreneur of the Year".

Presented by Pattern, Accelerate returns in 2025 with the same mission of bringing together luminaries from brands, accelerators, and marketplaces to arm executives with practical takeaways to drive immediate impact in their ecommerce businesses around the globe.

Speaker topics will include:

- Advertising
- Artificial Intelligence
- Brand Control
- Brand Experience
- Design
- Ecommerce Trends
- Social Commerce
- International Expansion
- Logistics and Fulfillment
- Marketplace Acceleration
- Technology

To register for the event, visit accelerationssummit.com.

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About Accelerate

Accelerate: The Global Ecommerce Acceleration Summit is the premier event for ecommerce professionals, designed to equip executives with the tools and knowledge needed to thrive in the multi-trillion-dollar global ecommerce market. By bringing together industry leaders and innovators, Accelerate aims to foster collaboration and drive immediate impact in ecommerce businesses worldwide. To learn more, visit accelerationsummit.com.

About Pattern

Pattern is the category leader for global ecommerce and marketplace acceleration. Since its founding in 2013, Pattern has profitably grown to more than 1,800 employees operating from 22 global locations. Hundreds of global brands depend on Pattern's ecommerce acceleration platform every day to drive profitable revenue growth across hundreds of global marketplaces—including Amazon, Walmart.com, Target.com, eBay, Tmall, JD, and Mercado Libre. To learn more, visit pattern.com or email press@pattern.com.

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