

Company: Pacvue

Nomination Submitted by: SamsonPR

Company Description: Pacvue is a commerce acceleration platform that empowers businesses to discover the most impactful opportunities, activate sales growth, and streamline daily operations. The platform turns insights into actionable recommendations by integrating retail media, commerce management, and measurement.

Nomination Category: Individual Awards Categories

Nomination Sub Category: Best Female Entrepreneur – Business Products – 11 to 2,500 Employees

Nomination Title: Melissa Burdick: Building the Industry's Most Innovative Retail Media Platform



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

3. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 200 words used.

Melissa Burdick, co-founder and president at Pacvue, has driven innovation and growth at the company since its establishment in 2018. Prior, Melissa spent a decade at Amazon, where she was integral to the growth of the Amazon Ads business, helping launch its CPG retail business, building it from the ground up with an evolving strategy to sell profitably online.

Amazon's retail media playbook – which Melissa helped build – is now the standard the entire industry seeks to emulate. Through Melissa's leadership, Pacvue sets the industry benchmarks in connected commerce and retail media technologies. It is because of her track record for releasing products that innovate and move the industry forward that we submit her for the recognition of Best Female Entrepreneur. Through Melissa's deep network and relationships she built, she is an early pioneer in retail media networks. Most recently, Pacvue announced a [ground-breaking partnership with TikTok](#) which allows enterprise brands and small business sellers alike to track and manage their TikTok operations.

Melissa is an official Amazon Ambassador, part of a select group of experts named "industry thought leaders who share knowledge & wisdom in the community" and who are entitled to exclusive content and access to Amazon.

4. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 251 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.

Under Melissa Burdick's leadership, Pacvue transformed retail media—unifying efforts across 100+ retailers and forging strategic partnerships with TikTok, Amazon, Instacart, Chewy, and GroupM (WPP Media). Her vision drives first-to-market products, industry-first collaborations, and widespread recognition. Examples:

- o September 2023: Melissa was recognized as a [P2PI Woman of Excellence](#) for her achievements in influencing shoppers.
- o October 2023: Pacvue was selected as a beta partner for Amazon's AI-powered Image Generator under Melissa's charter.
- o May 2024: Melissa was nominated to participate in the [exclusive Ad Age + Meta](#) "The List," which brings industry leaders together to write white papers and address disruptions affecting the marketing and advertising space.
- o August 2024: Pacvue launched an Integrated Commerce Management solution with GroupM to drive innovation and empower agencies.
- o September 2024: Pacvue launched a new iROAS offering in its Incrementality Console at no cost, unlocking incrementality, campaign effectiveness, spend optimization, and improved planning across retail media networks.
- o December 2024: Melissa was recognized as a [Stevie's Most Innovative Woman in Advertising and Marketing](#)
- o February 2025: Pacvue became a beta partner for Walmart Connect's Display API, enabling brands to launch more effective display campaigns with enhanced functionality.
- o March 2025: Pacvue unveiled the first fully integrated omnichannel solution for unified retail operations management with Pacvue Commerce for Target.

June 2025: [Melissa was honored](#) for her entrepreneurial achievement by AdMonsters + AdExchanger Top Women in Media & Ad Tech. Also, Pacvue integrated [TikTok Shop and Shop Ads](#) into its commerce SaaS solution, providing a central hub for launching, optimizing, tracking advertising efforts.

5. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 236 words used.

As a result of Melissa's vision, Pacvue has cemented its position as an industry leader that prioritizes innovation, efficiency and profitability for sellers and brands. Melissa's customer-centric approach provides amazing results for clients, and each company development or product innovation demonstrates how deeply connected to the ecosystem Pacvue is because of her leadership. Its experts understand the complexities and trajectories of commerce and retail media. On average, brands see a 40% ROAS improvement and 30% increase in conversion rates within their first 30 days using Pacvue.

Because Melissa is determined to remain at the forefront of the industry, Pacvue is ahead of the curve in AI adoption and commerce media technology development. Their latest tools are creating outsized gains for customers navigating a fragmented commerce software market filled with disconnected point solutions and scattered data - clients save 20 hours per week on average utilizing Pacvue automation tools.

Advertisers using Pacvue's solutions are gaining significant advantages by accessing tools that are truly one-of-a-kind innovations that only Pacvue can offer. The most recent example is the integration of TikTok Shop and Shop Ads into the Pacvue platform, which for early adopters is already producing a 10-15% halo effect on Amazon sales.

All of this progress is a direct reflection of Melissa's entrepreneurial drive, customer-first mindset, and passion for innovation - qualities that make her a truly deserving recipient of the Best Female Entrepreneur - Business Products award.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 241 words used.

[Amazon's Advertising Business Showing Great Results: Pacvue CEO](#) (Bloomberg)

[Amazon's Video Ad Push Aims to Turn TVs Into Shopping Carts](#) (Bloomberg)

[Cannes Lions 2025 International Festival of Creativity - Melissa Burdick joins Nestle, TikTok for Business and top creators to explore how TikTok is reshaping the path to purchase—from inspiration to conversion](#)

[Pacvue Expands to Discovery Commerce with TikTok Shop & Advertising Integration](#)

[CES: Pacvue Co-founder on How to Avoid the 'Shiny Penny Effect' with AI and Retail Media](#)

[Pacvue Receives](#) "Overall Digital Commerce Platform of the Year" In 2025 RetailTech Breakthrough Awards Program

[Walmart links advertiser display campaigns to Pacvue platform](#)

[AdMonster + AdExchanger Top Women in Media & Ad Tech](#)

[Pacvue's Incrementality Console: triggering iROAS versus ROI and retail media evolution](#)

[Stevie Women in Business Award "Most Innovative Woman in Advertising/Marketing"](#)

[Ad Age Leading Women Campaign's Most Inspiring Women](#)

[Commerce Acceleration Company Pacvue Launches Commerce Suite for 3P Sellers](#)

[Pacvue Unveils the Industry's First Commerce Acceleration Platform](#)

[Pacvue Expands Advertising Partnership with Instacart to Support New Shoppable Ad Formats](#)

[Pacvue Transforms Insights Delivery with New AI-Powered Solution, Pacvue XL CopilotM](#)

[Pacvue Accelerates Growth with New Key Hires](#)

[Pacvue Introduces New AI Integrations Across Product Suite](#)

[Pacvue Welcomes Microsoft Vet Zhenbin Xu as CPO in Commitment to Lead the Industry with AI Tool](#)

[Pacvue Offers Chewy Sponsored Ads Capabilities to Unlock New Opportunities for Pet Care Brands](#)

[GroupM and Pacvue accelerate partnership with the launch of Integrated Commerce Management solution](#)

Attachments/Videos/Links:

[Melissa Burdick: Building the Industry's Most Innovative Retail Media Platform](#)

[REDACTED FOR PUBLICATION]