

Events

Vitafoods Europe 2026

Related Professionals

Daren S. Garcia

Related Services

eControl

SPEAKING ENGAGEMENT | 5.6.2026

Daren Garcia, managing partner of the Vorys London office and a member of [Vorys eControl](#), will participate in a panel at Vitafoods Europe on May 6 in Barcelona. The title of the panel will be "Winning back your brand on marketplaces: How top nutrition brands regain control, margin, and trust."

The panel will focus on marketplaces fueling explosive growth for nutrition brands but, when left unmanaged, how they can quickly erode margins, brand equity and consumer trust. The panelists will share their insights on how they cleaned up the seller landscape by removing unauthorized sellers, addressing brand misuse, and increasing Buy Box ownership. Daren will be joined by Marvin Schmidt, managing director for Weider Germany GmbH, as well as James Storie-Pugh, global head of commercial for Pattern Inc.

[Learn more and register here.](#)