



FORRESTER®

# B2B Summit North America 2024

**Austin & Digital**

May 5, 2024 – May 8, 2024

Agenda

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**Bold Starts, May 5**

1:30 pm – 4:45 pm CDT	<b>Forrester Women's Leadership Program (In-Person Only)</b> Speakers: Gretchen O'Hara, Vice President of Worldwide Channels and Alliances, Splunk Raji Srinivasan, Jack R. Crosby Regents Chair in Business Administration, UT Austin Lynn Teo, Chief Marketing Officer , Northwestern Mutual Kim Lasseter, Global Director, Google Cloud Partner Advantage Program Design & Strategy , Google Cloud Maria Chien, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester
2:00 pm – 3:30 pm CDT	<b>Forrester Certification Workshop: Optimize The Revenue Process For Growth (In-Person Only)</b> Speakers: Terry Flaherty, VP, Principal Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester
3:30 pm – 4:15 pm CDT	<b>Assessing GenAI Use Cases: What Should You Do? (In-Person Only At The Fairmont)</b> Speakers: Kathleen Pierce, Principal Analyst, Forrester
4:30 pm – 5:15 pm CDT	<b>Musical Experience: Team Anthem</b>
5:00 pm – 6:00 pm CDT	<b>Executive Leadership Exchange (Invite-Only): ELE Welcome Reception</b> Speakers: Nick Buck, VP, Principal Analyst, Forrester
5:30 pm – 7:00 pm CDT	<b>Poolside Welcome Reception (In-Person Only)</b>

**Monday, May 6**

8:00 am – 9:15 am CDT	<b>Forrester Certification Workshop: Plan For Audience Centricity</b> Speakers: Barbara Winters, VP, Principal Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester
9:30 am – 10:00 am CDT	<b>Welcome &amp; Opening Remarks</b> Speakers: George Colony, CEO, Forrester
10:00 am – 10:30 am CDT	<b>Keynote: A New Generation Of Buyers Will Force B2B Reinvention</b> Speakers: Amy Hayes, VP, Research Director, Forrester
10:30 am – 11:00 am CDT	<b>Keynote: Actions Speak Louder Than Words: What Customer-Obsessed Companies Do Differently</b> Speakers: Amy Bills, VP, Principal Analyst, Forrester

Monday, May 6

11:00 am – 12:00 pm  
CDT

**Marketplace Break & Networking**

**11:10-11:20 am - Mediafly: [How To] Incorporate Value Into Every Buyer Engagement**

Speakers: Lindsey Tighgart, CMO, Mediafly

**11:10-11:20 am - Openprise: Trust Issues? It's Not You, It's Your Data**

Speakers: Mike Ni, CMO, Openprise

**11:25-11:35 am - Emerald Studio: Content Storytelling: Engaging Buyers, Generating Leads**

Speakers: Alexis Carroll Cline, Director of Content Strategy, Emerald Studio Cristina Puscas, Account Director, Emerald Studio

**11:25-11:35 am - Stensul: How Shell Energy Made Its Marketing Creation Efficient**

Speakers: Christian Bianchi, Digital Marketing Integration Manager, Shell Energy Noah Dinkin, Founder and CEO, Stensul

**11:40-11:50 am - Exclaimer: In 2024, Demand And Brand Go Hand In Hand**

Speakers: Carol Howley, CMO, Exclaimer

**11:40-11:50 am - Knak: How To Scale Email And Landing Page Creation**

Speakers: Andrea Vicic, Director of Product Marketing, Knak

Monday, May 6

12:00 pm – 12:30 pm  
CDT

Breakout Sessions		
<b>DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH</b>	<b>ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES</b>	<b>DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE</b>
<b>Accelerate Growth With A Customer-Obsessed Strategy</b> Speakers: Matthew Selheimer, VP, Research Director, Forrester	<b>Drive Business Success By Improving Your Customers' Experiences</b> Speakers: Judy Weader, Principal Analyst, Forrester	<b>#NowHiring: Frontline Marketing Leaders For Lifecycle Revenue Results</b> Speakers: John Arnold, Principal Analyst, Forrester
<b>DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE</b>	<b>EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES</b>	<b>DRIVE SCALE WITH DATA AND TECHNOLOGY</b>
<b>Your MQL-Centric Culture Costs Millions: Embracing The Business Value Of Buying Groups</b> Speakers: Terry Flaherty, VP, Principal Analyst, Forrester	<b>Choose Your Go-To-Market Strategy Wisely – It Impacts Everything</b> Speakers: Katie Fabiszak, Principal Analyst, Forrester	<b>Reignite Your Sales And Marketing Data Strategy</b> Speakers: Brett Kahnke, Principal Analyst, Forrester
<b>DRIVE SCALE WITH DATA AND TECHNOLOGY</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>
<b>Segment Your Market By Buyer Needs To Find Your Ideal Customer</b> Speakers: Beth Caplow, VP, Principal Analyst, Forrester	<b>Using Product Analytics To Guide Customer-Focused Product Decisions</b> Speakers: Tony Plec, Principal Analyst, Forrester	<b>Diagnose And Manage Customer Health To Boost Retention, Expansion, And Advocacy</b> Speakers: Shari Srebnick, Principal Analyst, Forrester
<b>REINVENT LEADERSHIP, SKILLS AND TEAMS</b>	<b>REINVENT LEADERSHIP, SKILLS AND TEAMS</b>	
<b>Align Your Ecosystem Vision To Grow In Today's Dynamic Market</b> Speakers: Maria Chien, VP, Principal Analyst, Forrester	<b>Building A Connected Messaging Team That Drives Aligned Organizational Value</b> Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester Ian Bruce, VP, Principal Analyst, Forrester	

Monday, May 6

12:40 pm – 1:10 pm  
CDT

**Case Study Sessions (In-Person Only)**

**Bigtincan: How Uber Eats Puts The Coach In Coaching**

Speakers: Angela Apple, Global Head of Sales Enablement, Uber Eats

**Bombora: Siemens Utilizes Opportunity-Based Marketing Surpassing ABM Limitations**

Speakers: Alyson Burke, Director of Intent Data & Reporting, Siemens Digital Industries

**Cvent: 6sense Transforms Meetings With JiffleNow By Cvent**

Speakers: EJ Oelling, Vice President, ABX, 6sense

**Digitalzone: The 2024 State Of Demand Gen**

Speakers: Eboni Ryan, VP of Marketing, Digitalzone Liz McComas, Team Director, Media Direct, ROI-DNA

**Impartner: How Palo Alto Networks Scales Marketing With Partners**

Speakers: Stephanie Zembal, Sr. Manager Channel Marketing, Palo Alto Networks Lindsay Jensen, Sr. Director of Partner Strategy and Growth, Impartner

**Lead2Pipeline: Proofpoint's 200% Pipeline Acceleration With Full-Funnel Programs**

Speakers: Chadia Sparrer, Senior Manager, Demand Generation at Proofpoint Chip Klang, Co-Founder and CEO, Lead2Pipeline

**Leadspace: Pure Storage Revenue GTM: Global ABM/Territory Targeting**

Speakers: Laurie Cremona Wagner, Vice President, Marketing Operations and Strategy, Pure Storage Marge Brea, President, Leadspace

**Outreach: Navigating the Evolving Landscape of the Account Executive**

Speakers: Stephen Oommen, VP, Strategic & Enterprise Sales, Outreach Kelly Shara, Senior Client Account Executive, Outreach

**Salesforce: Drive Marketing And Sales Alignment With Trusted AI And Connected Data**

Speakers: Neha Shah, Sr. Director Product Marketing, Salesforce Gigi Stepanyan, Senior, Specialist SE, Salesforce Nathan Maphet, VP, Product Management, Salesforce Marcos Duran, Sales and Marketing Automation Consultant, Sercante

**TechTarget: How Broadvoice Is Building Its Revenue Waterfall Fueled By Intent**

Speakers: Malachi Threadgill, VP of Growth and Product Marketing, Broadvoice John Steinert, Chief Marketing Officer, TechTarget

Monday, May 6

1:10 pm – 2:25 pm  
CDT**Lunch & Marketplace Break****1:10-1:40 pm - Assessing GenAI Use Cases: What Should You Do? (In-Person Only At The Marketplace)**

Speakers: Kathleen Pierce, Principal Analyst, Forrester

**1:15-1:25 pm - Highspot: Enable The Impossible — Drive Behavior Change At Scale**

Speakers: Kelly Lewis, Vice President of Revenue Enablement, Highspot

**1:30-1:40 pm - Integrate: Guardians Of The Data Galaxy: Connecting And Safeguarding Your Demand Gen Investment**

Speakers: Justin Eisner, Vice President of Technical Consulting, Integrate

**1:45-1:55 pm - Outreach: How To Win With An Account-Based Approach To Selling**

Speakers: Liz Dailing, VP, Product &amp; Marketing Strategy, Outreach

**1:45-1:55 pm - Forrester: Align To Accelerate With Forrester Decisions**

Speakers: Brigitte Majewski, VP, Research Director, Forrester

**2:00-2:10 pm - Salesforce: Elevate Your B2B Marketing With Generative AI**

Speakers: Mary Nell Williams, Senior, Specialist SE, Salesforce

**2:00-2:10 pm - Forrester: Meet Izola, The GenAI Tool For Trusted Answers**

Speakers: Doug Washburn, Vice President, RoleView For Business Technology, Forrester

**2:15-2:25 pm - Forrester: Maximize Demand Content Across The Buyer's Journey**

Speakers: Vikram Sehgal, VP, Research Director, Forrester Jon Erickson, VP, Total Economic Impact (TEI), Forrester

1:10 pm – 2:25 pm  
CDT**Executive Leadership Exchange (Invite-Only): ELE Exclusive Q&A with ROI Winner Verizon Business Private Lunch**

Speakers: Nick Buck, VP, Principal Analyst, Forrester Mike Cingari, SVP - Customer Experience, Marketing Operations &amp; Strategy, Verizon Business Nitin Ahuja, Senior Director of Technology Strategy , Verizon Business

Monday, May 6

2:25 pm – 2:55 pm  
CDT

Breakout Sessions		
<b>DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH</b>	<b>DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH</b>	<b>DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH</b>
<b>Get Ready For The GenAI Revolution: Assessing Readiness And Prioritizing Adoption</b> Speakers: Ian Bruce, VP, Principal Analyst, Forrester	<b>Program Of The Year: Marketing Executive</b> Speakers: Dan MacAvoy, Vice President of Digital Marketing, HCLTech Karen Tran, Principal Analyst, Forrester	<b>Orchestrate Customer-Obsessed Growth With The Partner Ecosystem</b> Speakers: Kathy Contreras, VP, Principal Analyst, Forrester Stephanie Sissler, VP, Principal Analyst, Forrester
<b>ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES</b>	<b>ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES</b>	<b>DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE</b>
<b>Silos To Synergy: Align Marketing, Sales, And Product For Experience-Fueled Growth</b> Speakers: Rani Salehi, Principal Analyst, Forrester	<b>Program of the Year: Customer Engagement</b> Speakers: Mark Boothe, CMO, Domo Amy Bills, VP, Principal Analyst, Forrester	<b>Everyone Is Talking About Leaving MQLs, But Is Anyone Actually Doing It?</b> Speakers: Jeannette Leong, Zendesk, Jeremy Schwartz, Sr. Manager, Global Lead Management and Strategy, Palo Alto Networks Dannielle Beaupré, Senior Director, Lifecycle Revenue Marketing & Strategic Programs, Siemens Digital Industries Software Terry Flaherty, VP, Principal Analyst, Forrester
<b>EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES</b>	<b>EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES</b>	<b>DRIVE SCALE WITH DATA AND TECHNOLOGY</b>
<b>The Digital Disruption Of B2B Sales: New Motions For A New Reality</b> Speakers: Steve Silver, VP, Research Director, Forrester Rick Bradberry, Principal Analyst, Forrester	<b>Assess Your Go-To-Market Strategy Maturity: An Interactive Lab</b> Speakers: Katie Fabiszak, Principal Analyst, Forrester	<b>Fueling Data Literacy: Igniting Curiosity And Shifting Mindsets</b> Speakers: Brittany Viola, Analyst, Forrester Kim Herrington, Senior Analyst, Forrester
<b>DRIVE SCALE WITH DATA AND TECHNOLOGY</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>	<b>REINVENT LEADERSHIP, SKILLS AND TEAMS</b>
<b>Winning With AI: Transforming Go-To-Market Capabilities</b> Speakers: Katie Linford, Principal Analyst, Forrester	<b>From Ideal To Real: Implementing Your ICP For Audience Segmentation And Success (In-Person Only)</b> Speakers: Kelvin Gee, Principal Analyst, Forrester Nick Buck, VP, Principal Analyst, Forrester Beth Caplow, VP, Principal Analyst, Forrester Tony Plec, Principal Analyst, Forrester Eric Zines, Principal Analyst, Forrester	<b>Optimizing Sales Culture: How High-Performing Teams Get It Right</b> Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Katy Tynan, VP, Principal Analyst, Forrester
<b>REINVENT LEADERSHIP, SKILLS AND TEAMS</b>		
<b>Designing Your Operating Model For Customer-Obsessed Growth</b> Speakers: Laura Cross, VP, Principal Analyst, Forrester		

Monday, May 6

3:05 pm – 3:35 pm  
CDT

**Case Study Sessions (In-Person Only)**

**6sense: Intent Data + Internal Alignment = Success At Iron Mountain**

Speakers: Jack Speyer, Marketing Ops Director, Iron Mountain Scott Stano, Senior Manager for Demand Optimization in the Americas, Iron Mountain

**Clozd: Win-Loss Secrets From commercetools' CMO**

Speakers: Spencer Dent, Co-CEO and Founder, Clozd Jen Jones, CMO, commercetools

**LeanData: Escaping The Funnel: Nvidia And Buying Groups**

Speakers: Aristomenis Capogeannis, Senior Director, Enterprise Revenue Marketing, NVIDIA

**Ledger Bennett: GE Vernova's Five-Day ABM Plan To Activation**

Speakers: Anna Harris, VP of Brand Strategy, Ledger Bennett Tracy Swartzendruber, Vice President, Marketing – Power Generation and Oil & Gas, GE Vernova

**NetLine: How Intercept Creates Demand-Generating Experiences Using Intent Data**

Speakers: Andrew Au, Managing Partner, Intercept David Fortino, Chief Strategy Officer, NetLine Josh Baez, Sr. Manager of Demand Generation, NetLine

**Optimizely: Marketing In The Age Of AI**

Speakers: Ben Pollack, Vice President of Digital Marketing, Unisys Shafqat Islam, Chief Marketing Officer, Optimizely

**Outreach: Turning the Art of Forecasting into a Science**

Speakers: Sheri Hedlund, VP, Enterprise Sales, Outreach

**pharosIQ: Turning Top-of-Funnel Into Pipeline: A Case Study On How Intent-Driven Content Syndication Leads Turn Into Revenue**

Speakers: Kate Mahajoudeen, Senior Director, Growth Marketing , Comcast Business Marty Fettig, Executive Vice President of Sales, pharosIQ

**Salesforce: Your AI Playbook For Sales Productivity And Growth**

Speakers: Amber Armstrong, Chief Marketing Officer, Sales Cloud, Salesforce Katie Campbell, Product Marketing Director, Salesforce Julian Azzam, Senior Manager Sales Ops & Products, Southwest Airlines

**ZoomInfo: How AI Can Turn Intent Into Sales, Faster**

Speakers: Bryan Law, Chief Marketing Officer, ZoomInfo Shannon Duffy, Chief Marketing Officer, Asana



## Monday, May 6

3:35 pm – 4:30 pm CDT	<p><b>Marketplace Break &amp; Networking</b></p> <p><b>3:40-3:50 pm - Enlyft: Radically Transform Your ICP Fit For GTM Success</b> Speakers: Lokesh Dave, Enlyft, CEO Michael Schultz, CMO and ICP Evangelist, Enlyft</p> <p><b>3:40-3:50 pm - INFUSE: The Long Game: Resetting Expectations For Buyers And Sellers In A Skeptical Market</b> Speakers: Victoria Albert, VP of Marketing, INFUSE</p> <p><b>3:55-4:05 pm - Modern: Doing More With Less: How Three Marketing Leads Shook Things Up</b> Speakers: Nicola Ray, CEO, Modern</p> <p><b>3:55-4:05 pm - Salesloft: Unlock Efficiency And Revenue Outcomes With Salesloft Rhythm</b> Speakers: Linda Su, Solutions Product Marketing Lead, Salesloft</p> <p><b>4:10-4:20 pm - Writer: Real-World AI Use Cases To Accelerate Content And Drive ROI</b> Speakers: Anne Veit, GVP, Head of Product Strategy, Razorfish Andrew Racine, VP of Marketing, Writer</p> <p><b>4:10-4:20 pm - Vivun: Five Transformative Insights That Elevate Product And GTM Strategies</b> Speakers: Jarod Greene, CMO, Vivun</p>
3:35 pm – 4:20 pm CDT	<p><b>Analyst-Led Roundtables (In-Person Only)</b></p> <p><b>Engage Effectively With The New Generation Of Buyers</b> Speakers: Amy Hayes, VP, Research Director, Forrester</p> <p><b>Why And How You Should Invest In Customer Obsession</b> Speakers: Amy Bills, VP, Principal Analyst, Forrester</p> <p><b>How To Move From MQLs To Buying Groups</b> Speakers: Terry Flaherty, VP, Principal Analyst, Forrester Amy Hawthorne, Principal Analyst, Forrester</p> <p><b>Sales Culture: The Good, Bad, And Ugly</b> Speakers: Katy Tynan, VP, Principal Analyst, Forrester Peter Ostrow, VP, Principal Analyst, Forrester</p> <p><b>Assessing Your Readiness For The GenAI Revolution</b> Speakers: Ian Bruce, VP, Principal Analyst, Forrester</p>
4:30 pm – 5:00 pm CDT	<p><b>Guest Keynote: Geraldine Tunnell, CMO, Dell Technologies</b> Speakers: Geraldine Tunnell, Chief Marketing Officer, Dell Technologies Bob Safian, Advisor and Podcast Host, The Flux Group</p>
5:00 pm – 5:30 pm CDT	<p><b>Return On Integration Honors</b> Speakers: Nitin Ahuja, Senior Director of Technology Strategy , Verizon Business Mike Cingari, SVP - Customer Experience, Marketing Operations &amp; Strategy, Verizon Business</p>

**Monday, May 6**

5:30 pm – 6:45 pm CDT	<b>Reception</b>
7:00 pm – 8:30 pm CDT	<b>Executive Leadership Exchange (Invite-Only): ELE Dinner</b> Speakers: Nick Buck, VP, Principal Analyst, Forrester

**Tuesday, May 7**

8:00 am – 9:15 am CDT	<b>Forrester Certification Workshop: Hone Your CX Measurement Practice</b> Speakers: Judy Weader, Principal Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester
8:30 am – 9:15 am CDT	<b>pharosIQ Breakfast Boardroom: Rap Your Way to Intent Signal Enlightenment with pharosIQ</b> Speakers: Margaret Anna Eliot, CMO, pharosIQ Michael McGoldrick, Vice President of Marketing, pharosIQ Chris Turner, ,
8:30 am – 9:15 am CDT	<b>Webflow Breakfast Boardroom: Breaking Marketing's Code Dependence</b> Speakers: Shane Murphy-Reuter, CMO, Webflow
9:30 am – 10:00 am CDT	<b>Keynote: Beyond The Breaking Point: It's Time For A Revenue Transformation</b> Speakers: Amy Hawthorne, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester
10:00 am – 10:30 am CDT	<b>Return On Integration Honors</b> Speakers: Gina Dickson, Chief Product and Marketing Officer , DDI Steve Runkel, Senior Vice President, Global Sales Strategy , DDI
10:35 am – 11:05 am CDT	<b>Marketplace Break &amp; Networking</b>  <b>10:40-10:50am - Act-On: Break Down Complexities and Reimagine Marketing Automation</b> Speakers: Jeff Day, SVP, Marketing, Act-On Software  <b>10:40-10:50am - Data Axle: Marketing to the Whole Person</b> Speakers: Linnette Jones, VP, Strategic Accounts, Data Axle  <b>10:55-11:05am - CaptivateIQ: How to Better Leverage Incentive Compensation as a Strategic Lever for Growth</b> Speakers: Quintin Smith, Head of Product Marketing, CaptivateIQ  <b>10:55-11:05am - Mindtickle: Curating Digital Experiences that Drive Deals Forward</b> Speakers: Colleen Cimone, Enterprise Solution Consultant, Mindtickle Christian Pieper, Senior Product Marketing Manager, Mindtickle

Tuesday, May 7

10:35 am – 11:05 am  
CDT

**Analyst-Led Roundtables (In-Person Only)**

**Category Creation, Reinvention, And Leadership**

Speakers: John Buten, Principal Analyst, Forrester

**Transform Your Revenue Process To Focus On Value**

Speakers: Amy Hawthorne, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester

**Beyond Surveys: The Next Evolution Of VOC**

Speakers: Dave Frankland, VP, Research Director, Forrester

**Leverage PLG For Growth And Expansion**

Speakers: Beth Caplow, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester

**Campaigns And Content: Meet The Experts**

Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester Craig Moore, VP, Principal Analyst, Forrester

Tuesday, May 7

11:15 am – 11:45 am  
CDT

Breakout Sessions		
<b>DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH</b>	<b>ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES</b>	<b>ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES</b>
<b>Focus On Customer Value To Deliver B2B Revenue Growth</b> Speakers: Steve Silver, VP, Research Director, Forrester	<b>Use Generative AI To Enhance Content And The Customer Experience</b> Speakers: Lisa Gately, Principal Analyst, Forrester	<b>The Experience Advantage: Boost Marketing, Sales, and Product</b> Speakers: Su Doyle, Senior Analyst, Forrester
<b>DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE</b>	<b>DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE</b>	<b>EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES</b>
<b>How Sales And Marketing Can Leverage Buying Groups To Supercharge Deals</b> Speakers: Nora Conklin, Principal Analyst, Forrester Seth Marrs, Principal Analyst, Forrester	<b>Program Of The Year: Demand &amp; ABM</b> Speakers: Sai Koppala, Chief Marketing & Strategy Officer, SheerID Lyn Pangares, VP - Growth Marketing, SheerID Terry Flaherty, VP, Principal Analyst, Forrester	<b>B2B E-Commerce: Who Leads And How To Get Started</b> Speakers: Stephanie Sissler, VP, Principal Analyst, Forrester Matthew Selheimer, VP, Research Director, Forrester
<b>EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES</b>	<b>EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES</b>	<b>DRIVE SCALE WITH DATA AND TECHNOLOGY</b>
<b>Collaborative Go-To-Market Playbooks: From Insights To Action</b> Speakers: Katie Fabiszak, Principal Analyst, Forrester Barbara Winters, VP, Principal Analyst, Forrester	<b>Program Of The Year: Partner Ecosystem Marketing</b> Speakers: Lisa Stifelman-Perry, Director of Global Partner Experience Operations , Splunk Maria Chien, VP, Principal Analyst, Forrester	<b>Master Your Tech Stack With The Revenue Technology Management Framework</b> Speakers: Katie Linford, Principal Analyst, Forrester
<b>DRIVE SCALE WITH DATA AND TECHNOLOGY</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>
<b>Marketing Competencies Of The Future: Why Being Human Or Technical Aren't Options</b> Speakers: Naomi Marr, Principal Analyst, Forrester Katy Tynan, VP, Principal Analyst, Forrester	<b>What's Undermining Insight-Driven B2B Marketing? Debunking Myths And Misconceptions</b> Speakers: Ross Graber, VP, Principal Analyst, Forrester	<b>How Trust Drives Buyer Purchase Intent, Customer Retention, And Advocacy</b> Speakers: Ian Bruce, VP, Principal Analyst, Forrester
<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>	<b>REINVENT LEADERSHIP, SKILLS AND TEAMS</b>	
<b>Skip The Small Talk: Generative AI And Conversation Automation Fuel Insights-Driven Interactions</b> Speakers: Jessie Johnson, Principal Analyst, Forrester	<b>Data Storytelling: Inspire Change And Drive B2B Transformation</b> Speakers: Kim Herrington, Senior Analyst, Forrester	

Tuesday, May 7

11:55 am – 12:25 pm  
CDT**Case Study Sessions (In-Person Only)****HQL Conversion: Discover How ServiceNow Created Stellar Results with Activate**

Speakers: Sudeep Misra, Global Integrated Campaigns, ServiceNow Ed Grossman, Co-Chair and Chief Strategy Officer, Activate Marketing Services

**Bython Media: Align your Demand Generation Supply Chain for Maximum Business Outcomes**

Speakers: Chris Leger, CEO, Bython Travis Goodrich, SVP Global Campaign Marketing, Salesforce Craig Johnson, SVP, Head of Industry, B2B, Dentsu

**Dun & Bradstreet: The Little Panel That Could- Did with Data**

Speakers: Jerry Nichols, VP, Marketing Data, Analytics, and Insights, Bottomline Gudrun Wetak, Head of Global Data Operations - Marketing, Rockwell Automation Tom Magadiou, Senior Director, Digital and SMB Marketing, WEX

**G2: How Customer Voice Guides Sprout Social's Go-to-Market Strategy**

Speakers: Natalie Severino, VP of Product &amp; Customer Marketing, Sprout Social Eric Gilpin, CRO, G2

**Intentsify: Verizon Amplifies Intent Investment with Full Funnel Activation**

Speakers: Gabriela Allen, Head of Demand Generation, Verizon Hannah Swanson, Director of Marketing, Intentsify

**Outreach: Igniting Sales Success: Unleashing the Power of Seller Workflows with Palo Alto**

Speakers: Jeremy Schwartz, Sr. Manager, Global Lead Management and Strategy, Palo Alto Networks Stephen Oommen, VP, Strategic &amp; Enterprise Sales, Outreach

**PathFactory: How NVIDIA Wins Deals With Better Buyer Journeys, Intent Data, and AI**

Speakers: Aristomenis Capogeannis, Senior Director, Enterprise Revenue Marketing, NVIDIA Christine Polewarczyk, SVP of Product Marketing and Research, PathFactory

**People.ai: Future Proof your Go-to-Market with AI Powered Solutions that Drive Growth**

Speakers: Susan Zuzic, Sr. Director, Global Accounts, People.ai Sandeep Kumar, GTM Strategy and Revenue Operations Leader, Cisco

**Salesforce: How Salesforce Delivers Self-Service with Our Own Technology**

Speakers: Sanjeev Balakrishnan, SVP, Customer Success, Salesforce

**Seismic: Headless Enablement: Moving from intense inflictment to enthusiastic engagement**

Speakers: Denelle Hicks, VP of Global Revenue Enablement, Alteryx Heather Cole, Vice President, Market Insights, Seismic

12:35 pm – 1:35 pm  
CDT**Executive Leadership Exchange (Invite-Only): Exclusive Facilitated Q&A**

Speakers: Nick Buck, VP, Principal Analyst, Forrester Jane Stinis, Head of Deal Desk Programs, Worldwide Commercial Operations, ADP Neel Shah, Division Vice President, Worldwide Commercial Operations, ADP Dan MacAvoy, Vice President of Digital Marketing, HCLTech

Tuesday, May 7

12:35 pm – 1:35 pm  
CDT

**Lunch & Marketplace Break**

**12:40-12:50pm - Uptempo: The big disconnect: How to fix marketing planning**

Speakers: Jim Williams, CMO, Uptempo

**12:40-12:50pm - Typeface: 3 Ways marketing leaders are harnessing GenAI to drive results**

Speakers: Arushi Jain, Marketing Director , Typeface

**12:55-1:05pm - Pipeline360: Navigating Economic Constraints and Pipeline Challenges: Strategies for Success in the New Marketing Landscape**

Speakers: Matt Hummel, VP of Marketing, Pipeline360

**12:55-1:05pm - Forrester: Align To Accelerate With Forrester Decisions**

Speakers: Brigitte Majewski, VP, Research Director, Forrester

**1:10-1:20pm - Zoom: Unifying the Customer Journey on One Platform**

Speakers: Rajul Shah, Head of Sales, Growth Products, Zoom

**1:10-1:20pm - Forrester: Meet Izola, the GenAI Tool For Trusted Answers**

Speakers: Doug Washburn, Vice President, RoleView For Business Technology, Forrester

**1:25-1:35pm - Ansira: How B2B Partner Marketing Drives Competitive Advantage**

Speakers: Karlyn Bentley, SVP, Client Partnership, Ansira Courtney Jane Acuff, SVP, Marketing, Ansira

**1:25-1:35pm - Forrester: Maximize Demand Content Across the Buyers Journey**

Speakers: Vikram Sehgal, VP, Research Director, Forrester Jon Erickson, VP, Total Economic Impact (TEI), Forrester

12:35 pm – 1:35 pm  
CDT

**AR Exchange Lunch**

12:35 pm – 1:35 pm  
CDT

**Lunch & Learn Session (In-Person Only)**

**Salesforce Lunch & Learn: Drive Efficiencies Across Marketing, Sales, and Service Teams**

Speakers: Helena Lewis, Helena Lewis Director of Martech, Data, and Audience, NI Kira Theuer, Regional Sales Director , NI Parker Walton, Senior, Specialist SE, Salesforce Ruth Bolster, Product Marketing Manager, Salesforce

Tuesday, May 7

1:45 pm – 2:15 pm  
CDT

<b>Breakout Sessions</b>		
<b>DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH</b>	<b>DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH</b>	<b>ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES</b>
<b>ABM Won — So What’s Next For B2B Marketing And Sales?</b> Speakers: Nora Conklin, Principal Analyst, Forrester	<b>How To Reinvent Your Category And Drive Growth</b> Speakers: John Buten, Principal Analyst, Forrester	<b>Your Buyer’s Experience Relies On Competitive Messaging</b> Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester
<b>ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES</b>	<b>DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE</b>	<b>DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE</b>
<b>It Pays To Digitalize Your Approach To Customer Success</b> Speakers: Laura Ramos, VP, Principal Analyst, Forrester	<b>Create A Digital Plan That Empowers Your Customers</b> Speakers: Renee Irion, Principal Analyst, Forrester	<b>Don’t Allow Poor Measurement To Block Revenue Process Transformation</b> Speakers: Ross Graber, VP, Principal Analyst, Forrester
<b>EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES</b>	<b>DRIVE SCALE WITH DATA AND TECHNOLOGY</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>
<b>Real Talk With Ecosystem Partners: A Panel Discussion On Go-To-Market Evolution</b> Speakers: Leslie Chiorazzi, Managing Partner, CMIT Solutions Hannibal Scipio, II, Principal Analyst, Forrester	<b>Is Data Quality Getting In The Way Of GenAI Trust?</b> Speakers: Brett Kahnke, Principal Analyst, Forrester Michele Goetz, VP, Principal Analyst, Forrester	<b>Not A Quiet Place: How Product Teams Can Benefit from Online Communities</b> Speakers: Amy Bills, VP, Principal Analyst, Forrester
<b>REINVENT LEADERSHIP, SKILLS AND TEAMS</b>	<b>REINVENT LEADERSHIP, SKILLS AND TEAMS</b>	
<b>Equip Your Organization To Deliver Differentiated Experiences</b> Speakers: Su Doyle, Senior Analyst, Forrester	<b>Program Of The Year Product Management</b> Speakers: Tabitha Robinson-Zogby, Senior Director of Product Management , New York Power Authority Lisa Singer, VP, Principal Analyst, Forrester	

Tuesday, May 7

2:25 pm – 2:55 pm  
CDT

**Case Study Sessions (In-Person Only)**

**Bombora: Maximizing Box's GTM Impact with Bombora Data**

Speakers: Tess Mercer, Head of Marketing Operations, Box

**Corporate Visions Inc: A New Focus for Enablement: Driving Sustained Seller Behavior Change**

Speakers: Tim Riesterer, Chief Strategy Officer, Corporate Visions Kelly Lewis, Vice President of Revenue Enablement, Highspot

**Demandbase: How Workday Aligns Sales and Marketing with Best-in-Class ABX**

Speakers: Matthew Miller, Global ABX Principal, Workday Carolyn Wellsfry Cheng, Director, Global ABX, Workday

**Gong: How Deselect uses Gong for Revenue Transformation**

Speakers: Jason Garrett, VP of Sales, Deselect

**Planful: Escape Excel Hell: Mastering Spend Management with Planful**

Speakers: Rowan Tonkin, CMO, Planful

**Rollworks: How Broadvoice Skyrocketed Win Rates with ABM**

Speakers: Malachi Threadgill, VP of Growth and Product Marketing, Broadvoice

**Terminus: Breaking tradition: Strategic targeting vs. classic 'lead-gen'**

Speakers: John Lenzen, Chief Marketing Officer, Sparq

**The Marketing Practice: How Thomson Reuters brought its AI proposition to life: getting your AI story to market the right way**

Speakers: Melinda Chan, SVP, Marketing, Thomson Reuters

**Uberflip: Uncovering Growth with Adaptive Engagement Insights**

Speakers: Laura Hale Brockway, ELS, Vice President of Marketing, Texas Medical Liability Trust (TMLT) Megan Virtanen, Senior Vice President of Marketing, Uberflip Wayne Wenske, Senior Marketing Strategist, Texas Medical Liability Trust (TMLT)

**Uptempo: The Barbenheimer of Marketing Ops: Planning Meets Budgeting**

Speakers: Paul Ambraz, Vice President of Investment and Resource Management, IBM Marketing, Communications and Citizenship, IBM



Tuesday, May 7

3:00 pm – 4:00 pm  
CDT

**Marketplace Break & Networking**

**3:05-3:15pm - Calendly: Maximizing Meeting & Lead Automation through CRM Integrations**

Speakers: Dave Evatt, Senior Solutions Engineer, Calendly

**3:05-3:15pm - Webflow: Accelerate Your Web Development Workflows**

Speakers: Kayla Rasmussen, Senior Solutions Engineer, Webflow John Stephens-Webb, Senior Solutions Engineer, Webflow

**3:20-3:30pm - Highspot: Enable Consistent Execution Across the Customer Journey**

Speakers: Elisabeth Michaud, Sr. Director, Product Marketing, Highspot

**3:20-3:30pm - Drift: Unlocking Adaptive Marketing with Site Concierge and Bionic Chatbots**

Speakers: Matt Tippets, SVP Product, Drift, a Salesloft Company

**3:30-4:00pm - Assessing GenAI Use Cases: What Should You Do? (In-Person Only At The Marketplace)**

Speakers: Kathleen Pierce, Principal Analyst, Forrester

3:00 pm – 3:30 pm  
CDT

**Executive Leadership Exchange (Invite-Only): Exclusive Facilitated ELE Birds of a Feather Small Group Discussions & Peer Networking**

Speakers: Nick Buck, VP, Principal Analyst, Forrester

**Tuesday, May 7**3:20 pm – 3:50 pm  
CDT**Analyst-Led Roundtables (In-Person Only)****How GenAI Is Changing Data Quality Requirements**

Speakers: Brett Kahnke, Principal Analyst, Forrester

**Make Customer Value The Heart Of B2B Measurement**

Speakers: Ross Graber, VP, Principal Analyst, Forrester

**Why Process Matters In This Age Of Disruption**

Speakers: Vicki Brown, VP, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester

**Planning For The Future Of ABM**

Speakers: Nora Conklin, Principal Analyst, Forrester

**Real Talk With Partner Ecosystem Partners**

Speakers: Hannibal Scipio, II, Principal Analyst, Forrester Kathy Contreras, VP, Principal Analyst, Forrester

**Use GenAI To Enhance Content And Customer Experience**

Speakers: Lisa Gately, Principal Analyst, Forrester

**Measure The Business Impact Of Ditching MQLs**

Speakers: Terry Flaherty, VP, Principal Analyst, Forrester Amy Hawthorne, Principal Analyst, Forrester

3:30 pm – 4:00 pm  
CDT**Assessing GenAI Use Cases: What Should You Do? (In-Person Only At The Marketplace)**

Speakers: Kathleen Pierce, Principal Analyst, Forrester

7:00 pm – 10:00 pm  
CDT**Reception & Guest Performance****Wednesday, May 8**8:00 am – 9:00 am  
CDT**Forrester Women's Leadership Breakfast (In-Person Only)**

Wednesday, May 8

9:00 am – 9:30 am  
CDT

Breakout Sessions		
<b>DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH</b>	<b>ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES</b>	<b>ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES</b>
<b>Insights-Driven Territory Planning: Maximizing Precision For Growth</b> Speakers: Robert Muñoz, VP, Principal Analyst, Forrester	<b>Embrace The Future: Harnessing Localization Tech For Global Marketing Leaders</b> Speakers: Kathleen Pierce, Principal Analyst, Forrester	<b>The Future Of The B2B Website</b> Speakers: Renee Irion, Principal Analyst, Forrester
<b>DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE</b>	<b>DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE</b>	<b>EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES</b>
<b>Customer Success’s Pivotal Role In Revenue Process Transformation</b> Speakers: Laura Ramos, VP, Principal Analyst, Forrester	<b>Identify, Capture, And Activate Buying Groups With Signals</b> Speakers: Amy Hawthorne, Principal Analyst, Forrester	<b>Maximizing Customer And Business Value Through Co-Innovation</b> Speakers: Tony Plec, Principal Analyst, Forrester Kathy Contreras, VP, Principal Analyst, Forrester
<b>EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES</b>	<b>EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES</b>	<b>DRIVE SCALE WITH DATA AND TECHNOLOGY</b>
<b>Digital Workflows: Shorter Buying Cycles Lead To Shorter Sales Cycles</b> Speakers: Rick Bradberry, Principal Analyst, Forrester	<b>Program Of The Year: Portfolio Marketing</b> Speakers: Chris Yeadon, Head of Global Product Marketing – Automotive, TE Connectivity Barry Vasudevan, VP, Principal Analyst, Forrester	<b>Navigating the Future with Adaptive Programs, AI, and Autonomous Self-Driving Programs</b> Speakers: Kelvin Gee, Principal Analyst, Forrester
<b>DRIVE SCALE WITH DATA AND TECHNOLOGY</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>	<b>REINVENT LEADERSHIP, SKILLS AND TEAMS</b>
<b>Unifying The Sales And Marketing Multiverse Of Insights To Predict Buyer Engagement</b> Speakers: Seth Marrs, Principal Analyst, Forrester	<b>Have Your Bot Call My Bot: Buying In The Age Of Generative AI</b> Speakers: John Buten, Principal Analyst, Forrester Jessie Johnson, Principal Analyst, Forrester	<b>The New Operations Remit: How To Be An Extraordinary B2B Operations Leader</b> Speakers: Laura Cross, VP, Principal Analyst, Forrester
<b>REINVENT LEADERSHIP, SKILLS AND TEAMS</b>		
<b>Intentional Talent Management: The Foundation for Organizational Agility</b> Speakers: Eric Zines, Principal Analyst, Forrester		

Wednesday, May 8

9:40 am – 10:10 am  
CDT

**Case Study Sessions (In-Person Only)**

**6sense: Architects of Opportunity: Designing the Blueprint for Unified Revenue Creation**

Speakers: Saima Rashid, VP, Marketing and Revenue Analytics, 6sense Latané Conant, Chief Revenue Officer, 6sense

**Airtable: Amazon Studios unifies data and streamlines operations using Airtable**

Speakers: Michelle Ow, Head of Studio Strategy & Ops, Amazon Studios Jon Perera, CMO, Airtable

**Demandbase: Pioneering Change in a Traditional Industry: U.S. Bank's Martech Transformation Story**

Speakers: Sam Archbold, Sr Vice President, Digital Strategy, Analytics & Operations Corporate Segment Marketing, U.S. Bank Sarah Dempsey, Vice President of Marketing, U.S. Bank

**Leadspace: Monster Wins with Live, Dynamic Buyer Data**

Speakers: Lissette Leonardo, Senior Operations Manager, Monster Marge Brea, President, Leadspace

**monday.com: How Togetherwork enhances customer experiences using monday.com**

Speakers: Tiffany Bellah, Director, Operations Enterprise Applications, Togetherwork

**NetLine: How ON24 Drives Engagement with Buyer-Level Insights**

Speakers: Tessa Barron, Senior Vice President of Marketing , ON24 David Fortino, Chief Strategy Officer, NetLine

**Optimizely: Adopting Experimentation to Evolve Your Customer Journey**

Speakers: Michael Vanderhoof, Director, Digital Experimentation, Digital Data Capture, Charles Schwab

**pharosIQ: How AI is Changing the Marketing Game**

Speakers: Michael McGoldrick, Vice President of Marketing, pharosIQ Marty Fettig, Executive Vice President of Sales, pharosIQ Jason Gladu, Chief Strategy Officer , Convertr Tabrez Syed, Cofounder & CEO, boxcars.ai Rose Punkunus, Founder and CEO , Sudozi

**ZoomInfo: From Dumpster Fire to Dream Team: AI's Role in B2B Synergy**

Speakers: Calen Holbrooks, VP, Marketing, ZoomInfo Kayla Prunier, AVP, New Business Director, ZoomInfo

**Wednesday, May 8**

10:10 am – 10:40 am  
CDT

**Marketplace Break & Networking****10:15-10:25am - Oktopost: Engage to Win: Capitalizing on Social Intent Signals in B2B Marketing**

Speakers: Colin Day, Managing Director EMEA & Vice President Business Development, Oktopost

**10:15-10:25am - Showpad: Escape the sales efficiency trap**

Speakers: Paul Anderson, VP of Solutions Engineering, Showpad

**10:30-10:40am - Alembic: Find Causality and ROI in Marketing using Composite AI**

Speakers: Tomás Puig, Founder and CEO, Alembic Technologies, Inc.

**10:30-10:40am - Jasper: GenAI in Marketing: Bridging the Gap Between Potential and Performance**

Speakers: Jessica Hreha, Head of Marketing AI Strategy and Client Transformation, Jasper

10:10 am – 10:40 am  
CDT

**Executive Leadership Exchange (Invite-Only): Facilitated Peer Discussion Focused on Priority Initiatives (Team Based)**

Speakers: Nick Buck, VP, Principal Analyst, Forrester

10:50 am – 11:20 am  
CDT

**Return On Integration Honors**

Speakers: Jane Stinis, Head of Deal Desk Programs, Worldwide Commercial Operations, ADP Neel Shah, Division Vice President, Worldwide Commercial Operations, ADP

Wednesday, May 8

11:30 am – 12:00 pm  
CDT

Breakout Sessions		
<b>DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH</b>	<b>DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH</b>	<b>ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES</b>
<b>The Resurgent Role of Brand Reputation Programs</b> Speakers: Karen Tran, Principal Analyst, Forrester	<b>Strategic Content Planning For Integrated Campaigns</b> Speakers: Craig Moore, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester	<b>Beyond Buzzwords: How To Measure And Deliver Customer Outcomes</b> Speakers: Shari Srebnick, Principal Analyst, Forrester
<b>ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES</b>	<b>DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE</b>	<b>EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES</b>
<b>Process Matters: Three Levers To Optimize That Will Deliver An Exceptional Customer Experience</b> Speakers: Vicki Brown, VP, Principal Analyst, Forrester	<b>Congratulations! Your New Buying Group-Centric Revenue Process Is Live — Now What?</b> Speakers: Maria Robinson, Head of Marketing, Reltio Brandon Kleinman, VP Enterprise Sales, Reltio Terry Flaherty, VP, Principal Analyst, Forrester	<b>The Winds Have Changed: Go-To-Market Functions Must Course Correct</b> Speakers: Laura Cross, VP, Principal Analyst, Forrester Ross Graber, VP, Principal Analyst, Forrester Steve Silver, VP, Research Director, Forrester Dave Frankland, VP, Research Director, Forrester
<b>EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES</b>	<b>DRIVE SCALE WITH DATA AND TECHNOLOGY</b>	<b>DRIVE SCALE WITH DATA AND TECHNOLOGY</b>
<b>Leverage Product-led Growth Strategies To Accelerate Growth And Expansion</b> Speakers: Beth Caplow, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester	<b>Supercharge Indirect Business Growth: Partner Ecosystem Technologies</b> Speakers: Hannibal Scipio, II, Principal Analyst, Forrester	<b>Driving B2B Digital Transformation Through Experience, Data &amp; Technology</b> Speakers: Chris Cox, Chief Technology and Digital Officer, KWRI
<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>	<b>REINVENT LEADERSHIP, SKILLS AND TEAMS</b>
<b>From Passive Profiles to Dynamic Drivers: Reviving B2B Personas To Empower Revenue Teams</b> Speakers: Brittany Viola, Analyst, Forrester	<b>Program Of The Year: Sales</b> Speakers: Phillip Feger, Vice President – Sales Performance, Penske Truck Leasing Eric Zines, Principal Analyst, Forrester	<b>The Enablement Advantage: The Secret Weapon For Unleashing Team Performance in Campaigns</b> Speakers: Rani Salehi, Principal Analyst, Forrester

Wednesday, May 8

12:10 pm – 12:40 pm  
CDT

**Case Study Sessions (In-Person Only)**

**CHEQ: CrowdStrike Gets Real about the Fake Web's Impact on Your Funnel**

Speakers: Kyle McCormick, Director of Marketing Operations, CrowdStrike Amy Holtzman, Chief Marketing Officer, CHEQ

**Corporate Vision: Buyer Feedback as Sales Coach: Improving Rep Receptivity to Behavior Change**

Speakers: Tim Riesterer, Chief Strategy Officer, Corporate Visions

**Dun & Bradstreet: Powering an AI Firm's Data-Fueled Growth Engine**

Speakers: Geert Wirtjes, Vice President, Systems & Process Transformation, Algolia Gurpinder Dhillon, Vice President Market Planner, S&MS Data Solutions, Dun & Bradstreet

**Outreach: Coaching and Improving Performance with Outreach**

Speakers: Liz Dailing, VP, Product & Marketing Strategy, Outreach

**Rollworks: PitchBook's Account-Based Marketing Success: Boosting Sales and Retention**

Speakers: Brooke Anderson, Group Marketing Manager, Performance Marketing , PitchBook

**Salesforce: 3 Ways Marketers Can Justify Their Seat at the Revenue Table**

Speakers: Helena Lewis, Helena Lewis Director of Martech, Data, and Audience, NI Ruth Bolster, Product Marketing Manager, Salesforce Dana Peterson, Lead, Specialist SE, Salesforce

12:40 pm – 1:40 pm  
CDT

**Lunch & Marketplace Break**

**12:45-12:55pm - Responsive: The biggest blindspot in your revenue engine**

Speakers: Jennifer Cannizzaro, VP Product Marketing, Responsive

**12:45 - 12:55pm - Forrester: Align To Accelerate With Forrester Decisions**

Speakers: Brigitte Majewski, VP, Research Director, Forrester

**1:00 - 1:10pm - Forrester: Maximize Demand Content Across the Buyers Journey**

Speakers: Vikram Sehgal, VP, Research Director, Forrester Jon Erickson, VP, Total Economic Impact (TEI), Forrester

**1:15-1:40pm - Assessing GenAI Use Cases: What Should You Do? (In-Person Only At The Marketplace)**

Speakers: Kathleen Pierce, Principal Analyst, Forrester

12:40 pm – 1:40 pm  
CDT

**Executive Leadership Exchange (Invite-Only): Exclusive ELE Lunch (Team Based)**

Speakers: Nick Buck, VP, Principal Analyst, Forrester

Wednesday, May 8

1:45 pm – 2:15 pm  
CDT

**Keynote Panel: Create Your Generative AI Advantage In Marketing, Product & Sales**

Speakers: Dave Frankland, VP, Research Director, Forrester Lisa Gately, Principal Analyst, Forrester Tony Plec, Principal Analyst, Forrester Seth Marrs, Principal Analyst, Forrester