



FORRESTER®

# B2B Summit North America

**Austin & Digital**

May 5, 2024 – May 8, 2024

Agenda

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**Bold Starts, May 5**

1:30 pm – 4:30 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
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**

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

Speakers: Lindsey Tighgart, CMO, Mediafly

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

Speakers: Mike Ni, CMO, Openprise

**11:25-11:35am - Emerald Studio: Content storytelling: Engaging buyers, generating leads**

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

**11:25-11:35am - Stensul: How Shell Energy got its marketing creation efficient**

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

**11:40-11:50am - Exclaimer: In 2024 demand and brand go hand in hand**

Speakers: Carol Howley, CMO, Exclaimer

**11:40-11:50am - 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>Accelerate Growth With A Customer-Obsessed Strategy</b> Speakers: Matthew Selheimer, VP, Research Director, Forrester	<b>ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES</b> <b>Drive Business Success By Improving Your Customers' Experiences</b> Speakers: Judy Weader, Principal Analyst, Forrester	<b>DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE</b> <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>Your MQL-Centric Culture Costs Millions: Embracing The Business Value Of Buying Groups</b> Speakers: Terry Flaherty, VP, Principal Analyst, Forrester	<b>EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES</b> <b>Choose Your Go-To-Market Strategy Wisely – It Impacts Everything</b> Speakers: Katie Fabiszak, Principal Analyst, Forrester	<b>DRIVE SCALE WITH DATA AND TECHNOLOGY</b> <b>Reignite Your Sales And Marketing Data Strategy</b> Speakers: Brett Kahnke, Principal Analyst, Forrester
<b>DRIVE SCALE WITH DATA AND TECHNOLOGY</b> <b>Segment Your Market By Buyer Needs To Find Your Ideal Customer</b> Speakers: Beth Caplow, VP, Principal Analyst, Forrester	<b>DRIVE SCALE WITH DATA AND TECHNOLOGY</b> <b>Program Of The Year: Revenue Operations</b> Speakers: Megan Friedrich, Vice President, Revenue Operations, Border States Vicki Brown, VP, Principal Analyst, Forrester	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b> <b>Using Product Analytics To Guide Customer-Focused Product Decisions</b> Speakers: Tony Plec, Principal Analyst, Forrester
<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b> <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>Align Your Ecosystem Vision To Grow In Today's Dynamic Market</b> Speakers: Maria Chien, VP, Principal Analyst, Forrester	<b>REINVENT LEADERSHIP, SKILLS AND TEAMS</b> <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

**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 Case Study**

**Salesforce: Drive Marketing and Sales Alignment with Connected Data**

Speakers: Neha Shah, Sr. Director Product Marketing, Salesforce

**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****1:10-1:40pm - Assessing GenAI Use Cases: What Should You Do? (In-Person Only At The Marketplace)**

Speakers: Kathleen Pierce, Principal Analyst, Forrester

**1:15-1:25pm - Highspot: Enable the Impossible – Drive Behavior Change at Scale**

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

**1:30-1:40pm - Integrate Spotlight Session****1:45-1:55pm - Outreach: How to Win with an Account-based Approach to Selling****1:45 -1:55pm - Forrester: Align To Accelerate With Forrester Decisions**

Speakers: Brigitte Majewski, VP, Research Director, Forrester

**2:00-2:10pm - Salesforce: Elevate your B2B marketing with Generative AI**

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

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

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

**2:15 - 2:25pm - Forrester: Maximize Demand Content Across the Buyers 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 Lunch**

Speakers: Nick Buck, VP, Principal Analyst, Forrester

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 GTM 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

#### **Clouz: Win-loss secrets from commercetools' CMO**

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

#### **LeanData: NVIDIA, AI, Data Science, & the Buying Group Revolution**

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 Case Study**

#### **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: David Harvey, Chief Revenue Officer, Southwest Airlines Amber Armstrong, Chief Marketing Officer, Sales Cloud, Salesforce Katie Campbell, Senior Manager Product Marketing, Salesforce

#### **ZoomInfo: Future-Proofing GTM Strategies Through Sales Intelligence**

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>3:40-3:50pm - 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>3:40-3:50pm - 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>3:55-4:05pm - Modern: Doing more with less: How 3 marketing leads shook things up</b> Speakers: Nicola Ray, CEO, Modern</p> <p><b>3:55-4:05pm - Salesloft: Unlock efficiency and revenue outcomes with Salesloft Rhythm</b> Speakers: Linda Su, Solutions Product Marketing Lead, Salesloft</p> <p><b>4:10-4:20pm - 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>4:10-4:20pm - Vivun: 5 Transformative Insights That Elevate Product &amp; 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>MRP Breakfast Boardroom</b>
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: Boosting Content Use and Win Rates with Digital Sales Rooms</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 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)**

**Activate: How ServiceNow's Marketing Team got a Bigger Seat at the Table**

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 & 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 Case Study**

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

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

**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: Reimagine Service with Trusted AI and Data**

Speakers: Sanjeev Balakrishnan, SVP, Customer Success, Salesforce

**Seismic Case Study**

12:35 pm – 1:35 pm  
CDT

**Executive Leadership Exchange (Invite-Only): Exclusive Facilitated Q&A**

Speakers: Nick Buck, VP, Principal Analyst, Forrester

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**

**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

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

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

Tuesday, May 7

1:45 pm – 2:15 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>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 Find 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 GTM 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	<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: Driving Better Business Outcomes Across the Customer Lifecycle**

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

**Uptempo Case Study**



**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 Spotlight Session****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: Holly Xiao, Director of Product Marketing, Drift

**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

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 Event PDF Generator, ,

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

Speakers: Michelle Ow, Head of Studio Strategy & Ops, Amazon Studios Paul Ohls, Chief Revenue Officer, 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 Amish Sheth, VP Solutions Engineering, 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 Josh Baez, Sr. Manager of Demand Generation, 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: AI in Action: ZoomInfo Copilot + GTM plays**

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 &amp; 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: Proving Causality for marketing ROI with 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 Guy Tytunovich, CEO, 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 Case Study**

**Rollworks Case Study**

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

Speakers: Ruth Bolster, Product Marketing Manager, Salesforce

12:40 pm – 1:40 pm  
CDT

**Lunch & Marketplace Break**

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

Speakers: Brigitte Majewski, VP, Research Director, Forrester

**1:00-1:10pm - Responsive: The biggest blindspot in your revenue engine**

Speakers: Jennifer Cannizzaro, VP Product Marketing, Responsive

**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