Technology & Innovation Summit North America 2024

Austin & Digital

September 9, 2024 – September 12, 2024

Agenda downloaded: August 20, 2025 09:50:26 PM ET

Bold Starts: Monday, Sep 9

1:00 pm – 4:15 pm CDT	**AI Innovation Lab: Discover. Experiment. Compete. (In-Person Only)** Speakers: William McKeon-White, Senior Analyst, Forrester Elizabeth Cullen, Researcher, Forrester Madeline Cyr, Researcher, Digital Retail, Forrester Kevin Dean, CEO, ManoByte
4:30 pm – 6:00 pm CDT	**Forrester Women's Leadership Program** **4:30 pm	Welcome Remarks** Speakers: Sudha Maheshwari, VP, Research Director, Forrester **4:45 pm	Fireside Chat: Empowering Growth Through Personal Branding** **5:15 pm	Activity & Networking** Speakers: Sudha Maheshwari, VP, Research Director, Forrester Linda Ivy-Rosser, VP, Research Director, Forrester , , Forrester Allie Mellen, Principal Analyst, Forrester **5:50 pm	Wrap-up & Overview** Speakers: Sudha Maheshwari, VP, Research Director, Forrester
4:30 pm – 6:00 pm CDT	**Level-Up Workshop: Craft A Winning Tech Strategy- Forrester's Blueprint for Success** Speakers: Bobby Cameron, VP, Principal Analyst, Forrester Marianne Doran-Collins, VP, Consulting Director, Forrester Rowan Curran, Principal Analyst, Forrester Kalyan Sumanam, VP, Principal Consultant, Forrester Tracy Woo, Principal Analyst, Forrester Lee Sustar, Principal Analyst, Forrester Aaron Katz, VP, Research Director, Forrester Sean McCormick, Principal Consultant, Forrester
6:00 pm – 7:30 pm CDT	**Welcome Reception**
6:00 pm – 7:00 pm CDT	**Executive Leadership Exchange (Invite Only): Meet Your Peers Reception**

Tuesday, Sep 10

8:30 am – 9:30 am CDT	**General Breakfast**
8:30 am – 9:30 am CDT	**Forrester Women's Leadership Program: Breakfast Panel Discussion** Speakers: Heidi Norman, CIO and Director, Dept of Innovation & Performance, City of Pittsburgh Allie Mellen, Principal Analyst, Forrester Kim Tatum, Managing Director, Deloitte Consulting LLP

Tuesday, Sep 10

9:30 am – 10:15 am CDT	**Welcome & Opening Remarks** Speakers: George Colony, CEO, Forrester Stephanie Balaouras, VP, Group Director, Forrester
10:15 am – 10:45 am CDT	**Keynote: The Power of AI Computing** Speakers: Julie Mohr, Principal Analyst, Forrester
10:55 am – 11:45 am CDT	**Marketplace Coffee Break & Networking (In-Person Only)** **11:00-11:10am - Creatio: The Rise of No-Code: Inspiring Enterprise Automation Story** Speakers: Andie Dovgan, Chief Growth Officer, Creatio Jason Miller, No-Code Evangelist & Principal Consultant, Creatio **11:15-11:25am - Kyndryl: Create new customer value with data that powers AI** Speakers: Shekhar Jadhav, Director, Data Consulting, Kyndryl **11:30-11:40am - Brandwatch: Harnessing the Future: Brandwatch's Journey in AI & Innovation** Speakers: Alan Dix, Vice President of Product Management, Brandwatch
10:55 am – 11:25 am CDT	**Analyst-Led Roundtable** **Industry: Public Sector** Speakers: Devin Dickerson, Principal Analyst, Forrester **Fostering Digital Employee Experience and Collaboration** Speakers: Cheryl McKinnon, Principal Analyst, Forrester William McKeon-White, Senior Analyst, Forrester **Forrester Izola: Lessons Learned Building Our Own GenAI Tool** Speakers: Doug Washburn, Vice President, RoleView For Business Technology, Forrester
11:00 am – 12:15 pm CDT	**Level-Up Workshop: Reduce Technical Debt** Speakers: Linda Ivy-Rosser, VP, Research Director, Forrester Bobby Cameron, VP, Principal Analyst, Forrester
11:00 am – 11:30 am CDT	**Executive Leadership Exchange (Invite only): Exclusive Keynote Q&A With George Colony & Julie Mohr** Speakers: George Colony, CEO, Forrester Julie Mohr, Principal Analyst, Forrester

Tuesday, Sep 10

11:45 am – 12:15 pm CDT	**Breakout Sessions**

LEADERSHIP & TALENT	TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE
Make People The Key To Your Success In An AI World Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester	**Activate Your High-Performance IT Strategy In An AI-Driven World** Speakers: Ted Schadler, VP, Principal Analyst, Forrester
BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT	INFRASTRUCTURE & OPERATIONS
The Future Of Enterprise Software Speakers: Liz Herbert, VP, Principal Analyst, Forrester	**Get To A Smart Future With The Right Tech Investments** Speakers: Andre Kindness, Principal Analyst, Forrester Michele Pelino, VP, Principal Analyst, Forrester
DATA & ANALYTICS	AI
Supercharge Your GenAI Initiatives With Vector Databases Speakers: Noel Yuhanna, VP, Principal Analyst, Forrester	**Win The Sprint, But What About the Marathon? Our AI Future** Speakers: Brian Hopkins, VP, Emerging Tech Portfolio, Forrester Mike Gualtieri, VP, Principal Analyst, Forrester Srividya Sridharan, VP, Group Director, Forrester

12:25 pm – 12:55 pm CDT	**Case Study Sessions (In-Person Only)**

DataRobot: Multiplying Team Productivity for Faster Innovation
Speakers: Lisa Aguliar, Global Head of Field CTO Team, DataRobot

Domo: How Telus overcame the leading cause of AI project failures
Speakers: Karl Altern, Principal Program Manager, Domo Amaan Raza, Data Scientist, Customer Network Planning, Telus

Globant: GenAI - The challenge of scaling with impact
Speakers: Hernan Tabah, Global Chief Digital and Technology Officer, Suntory Global Spirits Juan Bertiche, Managing Director – Consumer & Retail, Globant

Mural: Actionable Intelligence: The AI We Should Be Talking About
Speakers: Anthony Coppedge, Principal Lead of eCommerce Seller Initiatives, IBM

Tuesday, Sep 10

12:55 pm – 1:55 pm CDT	**Lunch & Marketplace (In-Person Only)** **1:00-1:10pm - Forrester: Deliver Data And AI At Scale** Speakers: Aaron Katz, Vice President, Research Director, Forrester **1:15-1:25pm - ZenOptics: Eliminate Analytics Sprawl and Control Analytics Costs** Speakers: Saurbh Khera, CEO, ZenOptics Heena Sood, CTO, ZenOptics **1:30-1:40pm - Atlassian: The Future of IT Operations** Speakers: Brooke Fishback, Solutions Engineer - Jira Service Management , Atlassian **1:45-1:55pm - Airia: Optimize AI across your Enterprise with Airia** Speakers: Spencer Reagan, R&D, Airia
12:55 pm – 1:55 pm CDT	**Executive Leadership Exchange (Invite only): Exclusive Lunch**
1:55 pm – 2:40 pm CDT	**Breakout Sessions + Ask An Expert**

LEADERSHIP & TALENT	TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE
What It Really Means To Uplevel Your Workforce Speakers: Fiona Mark, Principal Analyst, Forrester Jonathan Roberts, Senior Analyst, Forrester Betsy Summers, Principal Analyst, Forrester	**Enhance Your IT Capabilities For High-Performance** Speakers: Charles Betz, VP, Principal Analyst, Forrester
BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT	**INFRASTRUCTURE & OPERATIONS**
The Future Of API-Led Business: How AI Will Change How You Do APIs And How You Do Business Speakers: David Mooter, Principal Analyst, Forrester	**Great Digital Employee Experience - Not Just A Nice To Have** Speakers: Andrew Hewitt, Principal Analyst, Forrester Dr. Brian Gardner, Chief Information Officer, City of Dallas
DATA & ANALYTICS	**AI**
Modernizing Your Data Architectures With Cloud Data Platforms Speakers: Noel Yuhanna, VP, Principal Analyst, Forrester Peter Faseun, Principal Enterprise Architect, Humana Chuck DeVries, SVP and Technology Officer, Vizient Greg Bowles, Senior IT Manager, UFCU	**Strategies To Win The AI Race** Speakers: Rowan Curran, Principal Analyst, Forrester

1:55 pm – 2:40 pm CDT	**Executive Leadership Exchange (Invite only) I Fireside Chat: IT Leadership In the New World of GenAI** Speakers: Sharyn Leaver, Chief Research Officer, Forrester Aaron Levie, Chief Executive Officer, Co-founder, Box

Tuesday, Sep 10

2:50 pm – 3:20 pm CDT	**Case Study Sessions (In-Person Only)**

Airia: Empower Your Teams to Innovate Faster; Enabling AI Across The Enterprise
Speakers: Spencer Reagan, R&D, Airia

Camunda: How Cardinal Health Creates AI Personal Patient Journeys
Speakers: Steven Gregory, Director of Commercial Technologies Software, Cardinal Health

Credo AI: Scaling GenAI Governance: Mastercard and Credo AI's Blueprint for Enterprise Success
Speakers: Andrew Reiskind, Chief Data Officer, Mastercard Mike Rogers, Head of Revenue & GTM, Credo AI

Reltio: Building a customer data foundation in the age of AI
Speakers: Venki Subramanian, SVP, Product Management, Reltio

SoftRoad: Only 1 AI Migration: System Reform - Create Pure Open System & Add Values
Speakers: Daniel Deng, Account Executive, SoftRoad

3:30 pm – 4:00 pm CDT — Breakout Sessions

LEADERSHIP & TALENT	TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE
Are You Leading Change Or Is Change Leading You? Speakers: Katy Tynan, VP, Principal Analyst, Forrester	**Navigate The Four Styles Of High-Performance IT Governance** Speakers: Christopher Gilchrist, Principal Analyst, Forrester
BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT	INFRASTRUCTURE & OPERATIONS
Why Compromise? Transform SaaS Into Competitive Advantage With Cloud-Native Development Speakers: Devin Dickerson, Principal Analyst, Forrester	**Build Trust Through Resilience, Leverage Trust For Resilience** Speakers: Brent Ellis, Principal Analyst, Forrester
DATA & ANALYTICS	AI
Ensure Data Governance Through Observability Speakers: Jayesh Chaurasia, Senior Analyst, Forrester	**Follow The Rules To Win The Race With AI Governance And Regulations** Speakers: Alla Valente, Principal Analyst, Forrester

3:30 pm – 4:45 pm CDT — Level-Up Workshop: The Keys to Surviving a Ransomware Attack

Speakers: Allie Mellen, Principal Analyst, Forrester

4:00 pm – 4:45 pm CDT	**Marketplace Coffee Break & Networking (In-Person Only)** **4:05-4:15pm - 1E Limited: Empowering the Digital Employee Experience: 1E's Autonomous DEX Platform and AI Integration** Speakers: Katherine Cattini, Director of Product Marketing, 1E **4:20-4:30pm - Aisera: A Dive into Enterprise GenAI Use Cases and Quickest Path to ROI** Speakers: Abhi Maheshwari, CEO, Aisera **4:35-4:45pm - Treasure Data: Unlocking the Future of Marketing with AI and CDPs** Speakers: Kazuki "Kaz" Ohta, Co-Founder & CEO, Treasure Data
4:00 pm – 4:30 pm CDT	**Analyst-Led Roundtable** **Industry: Healthcare** Speakers: Alla Valente, Principal Analyst, Forrester Michele Pelino, VP, Principal Analyst, Forrester **Industry: Financial Services** Speakers: Tracy Woo, Principal Analyst, Forrester Lee Sustar, Principal Analyst, Forrester **Demystifying the Components of AI Architecture** Speakers: Brian Hopkins, VP, Emerging Tech Portfolio, Forrester
4:45 pm – 5:15 pm CDT	**Keynote: Unleash Your Potential With High-Performance IT** Speakers: Chuck Gahun, Principal Analyst, Forrester Monty Bedi, EVP and CIO of ALM, Capital Markets, Finance and Risk Technology, PNC Bank Kevin Sturlaugson, Associate Chief Information Officer, Bureau of Indian Affairs (BIA)
5:15 pm – 5:25 pm CDT	**Closing Remarks** Speakers: Stephanie Balaouras, VP, Group Director, Forrester
5:30 pm – 6:30 pm CDT	**Reception**
7:00 pm – 9:00 pm CDT	**Executive Leadership Exchange (Invite Only): Exclusive Dinner**

8:30 am – 9:30 am CDT	**General Breakfast**
9:30 am – 9:45 am CDT	**Welcome & Opening Remarks** Speakers: Stephanie Balaouras, VP, Group Director, Forrester
9:45 am – 10:15 am CDT	**Keynote: Align By Design Or Risk Decline** Speakers: Brandon Purcell, VP, Principal Analyst, Forrester
10:15 am – 10:45 am CDT	**Keynote: Forrester Technology Awards 2024 -Technology Strategy Impact Award** Speakers: Sharyn Leaver, Chief Research Officer, Forrester Meghan Condon, Senior Vice President, Digital Transformation & Operating Officer, Best Buy Sean McCormack, Chief Information Officer, First Student
10:55 am – 11:45 am CDT	**Marketplace Coffee Break & Networking (In-Person Only)** **11:00-11:10am - Agile Dream Team: How to Assemble AI-powered - High-performing Software Development teams : Processes & Best-Practices** Speakers: Gabriel Duque, Director of Technical Client Solutions, Agile Dream Team Leonardo Vargas, CTO, Agile Dream Team **11:15-11:25am - ServiceNow: Modernize Legacy Applications and Processes with GenAI** Speakers: Peter Russo, VP, Creator, ERP and Platform Foundations, ServiceNow **11:30-11:40am - TransUnion: How to take more control over the analytics value chain** Speakers: Gwendolyn Smith, Director of Product Marketing, TransUnion
10:55 am – 11:25 am CDT	**Analyst-Led Roundtable** **AI's Impact On IT Sustainability Goals** Speakers: Alvin Nguyen, Senior Analyst, Forrester **Making Sense Of DataOps and ModelOps** Speakers: Rowan Curran, Principal Analyst, Forrester **Forrester Izola: Lessons Learned Building Our Own GenAI Tool** Speakers: Doug Washburn, Vice President, RoleView For Business Technology, Forrester
10:55 am – 11:35 am CDT	**Forrester Women's Leadership Program: Brand Skill Building Workshop** Speakers: Julie Young, Senior Consultant, Forrester Marianne Doran-Collins, VP, Consulting Director, Forrester

11:00 am – 12:15 pm CDT	**Level-Up Workshop: Assess Your AI Data Readiness** Speakers: Jayesh Chaurasia, Senior Analyst, Forrester Zeid Khater, Analyst, Forrester Chris Gallacher, VP, Principal Consultant, Forrester
11:45 am – 12:15 pm CDT	**Breakout Sessions**

LEADERSHIP & TALENT	TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE
The ROI Of Team Culture Speakers: Angelina Gennis, Principal Analyst, Forrester	**2024 Enterprise Architecture Award** Speakers: Charles Betz, VP, Principal Analyst, Forrester Manoj Mathew, Head of Enterprise Architecture, Scotiabank
BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT	**INFRASTRUCTURE & OPERATIONS**
How AI And Automation Are Becoming The Cornerstone Of Enterprise Application Delivery And Modernization Speakers: Akshara Naik Lopez, Senior Analyst, Forrester	**Get Your Cloud Costs Under Control With A FinOps Practice** Speakers: Tracy Woo, Principal Analyst, Forrester
DATA & ANALYTICS	**AI**
Crucial Components For Establishing An Effective Data And AI Team Speakers: Kim Herrington, Senior Analyst, Forrester	**AI And Your Tech Talent – It's Not All About the AI** Speakers: Fiona Mark, Principal Analyst, Forrester

12:25 pm – 1:25 pm CDT	**Lunch & Marketplace (In-Person Only)** **12:30-12:40pm - Forrester: Deliver Data And AI At Scale** Speakers: Aaron Katz, Vice President, Research Director, Forrester **12:45-12:55pm - Forrester: Align To Accelerate With Forrester Decisions** Speakers: Doug Washburn, VP, Research Products, Forrester Lane Hunter, Manager, Sales, Forrester **1:00-1:10pm - Forrester: Know Your Style To Deliver High-Performance IT** Speakers: Chuck Gahun, Principal Analyst, Forrester **1:15-1:25pm - Forrester: Build Your IT Strategy** Speakers: Marianne Doran-Collins, VP, Consulting Director, Forrester Chris Gallacher, VP, Principal Consultant, Forrester
12:55 pm – 1:55 pm CDT	**Executive Leadership Exchange (Invite Only): Exclusive Lunch & HPIT Roundtables**

12:25 pm – 1:15 pm CDT	**Analyst Relations Lunch**
12:25 pm – 1:15 pm CDT	**Lunch & Learn Session (In-Person Only)** **Mural: The Secret Sauce to Powering Team Performance** Speakers: Amelia Jones, Principal CSM, Mural Mike Lyons, Agile Capability Lead, Accenture Federal Services

1:25 pm – 2:10 pm CDT — **Breakout Sessions + Ask An Expert**

LEADERSHIP & TALENT	TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE
Unlock AI's Full Potential With Forrester's AIQ Framework Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester	**Strategic Investments For Unlocking High-Performance IT Value** Speakers: Carlos Casanova, Principal Analyst, Forrester Christopher Gilchrist, Principal Analyst, Forrester
BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT	**INFRASTRUCTURE & OPERATIONS**
Build A Workforce Comfortable With Navigating An Intelligent Enterprise Speakers: Kate Leggett, Vice President, Principal Analyst, Forrester	**Define Your Next-Generation Cloud Operating Model** Speakers: Lee Sustar, Principal Analyst, Forrester Tracy Woo, Principal Analyst, Forrester
DATA & ANALYTICS	**AI**
Master The Discipline Of Decisions To Drive Analytical Impact Speakers: Brandon Purcell, VP, Principal Analyst, Forrester Aldila Yunus, Researcher, Forrester	**Behind The Scenes: AI Models, Platforms, And Infrastructure To Deliver AI** Speakers: Mike Gualtieri, VP, Principal Analyst, Forrester

1:55 pm – 2:40 pm CDT	**Executive Leadership Exchange (Invite Only) | Workshop: How Ready Are You For High Performance IT?** Speakers: Bobby Cameron, VP, Principal Analyst, Forrester

Wednesday, Sep 11

2:20 pm – 2:50 pm CDT	**Breakout Sessions**	
	LEADERSHIP & TALENT	**TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE**
	Are You A Better Boss Than A Bot? Level Up Your Leadership Skills For An AI-Infused World Speakers: Katy Tynan, VP, Principal Analyst, Forrester	**Master Strategic Portfolio Management With A Strategic Value Office** Speakers: Margo Visitacion, VP, Principal Analyst, Forrester
	BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT	**INFRASTRUCTURE & OPERATIONS**
	Journey Maps And Value Streams Bring Relevancy To Your Tech Stack Investments Speakers: Joe Cicman, Principal Analyst, Forrester Christopher Condo, Principal Analyst, Forrester	**The Future Of VMware: What Are Your Options?** Speakers: Naveen Chhabra, Principal Analyst, Forrester
	DATA & ANALYTICS	**AI**
	Democratize Enterprise Data With AI-Infused Business Intelligence Speakers: Boris Evelson, Vice President, Principal Analyst, Forrester Aaron Katz, VP, Research Director, Forrester	**Secure And Manage The Risks Of AI** Speakers: Jeff Pollard, VP, Principal Analyst, Forrester

2:50 pm – 4:05 pm CDT	**Level-Up Workshop: Storytelling: Influence Without Authority** Speakers: Kim Herrington, Senior Analyst, Forrester , , Forrester
2:50 pm – 3:35 pm CDT	**Marketplace Coffee Break & Networking (In-Person Only)** **2:55-3:05pm - Incode Workforce: Close the backdoor to social engineering.** Speakers: Harsha Balakrishnan, Senior Sales Intelligence, Incode **3:10-3:20pm - ManoByte: HubSpot Uses Gen AI to Enhance Customer Experience** Speakers: Kevin Dean, CEO, ManoByte **3:25-3:35pm - Acceldata: From Insight to Action: How Data Observability Delivers Transformative Use Cases Across Industries** Speakers: Mahesh Kumar, CMO, Acceldata

Wednesday, Sep 11

Time	Session
3:20 pm – 3:50 pm CDT	**Analyst-Led Roundtable** **Combining Structured & Unstructured Data For AI & Insights** Speakers: Zeid Khater, Analyst, Forrester **Enabling Self-Service Data With Data Catalogs** Speakers: Jayesh Chaurasia, Senior Analyst, Forrester **Forrester Izola: Lessons Learned Building Our Own Gen GenAI Tool** Speakers: Doug Washburn, Vice President, RoleView For Business Technology, Forrester
3:35 pm – 4:05 pm CDT	**Keynote: The Shape Shifting Technology Leader.** Speakers: Fiona Mark, Principal Analyst, Forrester
4:05 pm – 4:35 pm CDT	**Keynote: AI, Low-Code, And The End Of Software Development As We Know It** Speakers: John Bratincevic, Principal Analyst, Forrester
4:35 pm – 4:45 pm CDT	**Closing Remarks** Speakers: Stephanie Balaouras, VP, Group Director, Forrester
4:45 pm – 5:45 pm CDT	**Reception**
4:45 pm – 5:45 pm CDT	**Executive Leadership Exchange (Invite Only): Exclusive Reception With Teams**

Thursday, Sep 12

Time	Session
8:30 am – 9:30 am CDT	**General Breakfast**
9:30 am – 9:35 am CDT	**Welcome & Opening Remarks** Speakers: Stephanie Balaouras, VP, Group Director, Forrester

Thursday, Sep 12

9:35 am – 10:05 am CDT	**Keynote: The Real-Time Data Opportunity** Speakers: Mike Gualtieri, VP, Principal Analyst, Forrester
10:05 am – 10:35 am CDT	**Keynote: Observe The Future Of AIOps, It's Happening Now** Speakers: Carlos Casanova, Principal Analyst, Forrester
10:45 am – 11:30 am CDT	**Marketplace Coffee Break & Networking (In-Person Only)** **10:50-11:00am - Broadcom: Driving Innovation With AI And Value Stream Management** Speakers: Lance Knight, Chief Value Stream Architect, Broadcom **11:05-11:15am - Box: Building an Intelligent, Secure Content Strategy** Speakers: William Higgins, Team Manager, Solutions Engineering, Box **11:20-11:30am - Workgrid: Making AI Work for You** Speakers: Rob Ryan, Director of Product Marketing and Business Value, Workgrid
11:30 am – 12:00 pm CDT	**Breakout Sessions**

LEADERSHIP & TALENT	TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE
How To Get People To Collaborate Speakers: David Johnson, Principal Analyst, Forrester	**Enable High Performance With Effective Application of Product Management Practices** Speakers: Fiona Mark, Principal Analyst, Forrester
BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT	**INFRASTRUCTURE & OPERATIONS**
Deploying AI Augmented Business Applications Securely Speakers: Linda Ivy-Rosser, VP, Research Director, Forrester Jeff Pollard, VP, Principal Analyst, Forrester	**AI-Powered Automation: What Businesses Are Doing Now** Speakers: Craig Le Clair, Vice President, Principal Analyst, Forrester
DATA & ANALYTICS	**AI**
Data Quality Is The Key To Trust In Data Speakers: Jayesh Chaurasia, Senior Analyst, Forrester	**Trusted AI Starts With Explainability** Speakers: Brandon Purcell, VP, Principal Analyst, Forrester

12:10 pm – 12:40 pm CDT	**Breakout Sessions**

LEADERSHIP & TALENT	TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE
You Break It, You Buy It: Trust In The Future Of Work Speakers: Jonathan Roberts, Senior Analyst, Forrester	**Assure High-Performance IT Alignment With Forrester's Value Creation Flow Framework** Speakers: Gordon Barnett, Principal Analyst, Forrester Bobby Cameron, VP, Principal Analyst, Forrester
BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT	**INFRASTRUCTURE & OPERATIONS**
Establishing Trust With Service Providers In The Age Of GenAI Speakers: Christopher Condo, Principal Analyst, Forrester Bill Martorelli, Principal Analyst, Forrester	**Navigating The New Terrain Of Platform Teams In Operations** Speakers: Julie Mohr, Principal Analyst, Forrester
DATA & ANALYTICS	**AI**
Synthetic Data Fuels New Use Cases Speakers: Zeid Khater, Analyst, Forrester	**The Training Regimen: Model Training And Customization Options** Speakers: Rowan Curran, Principal Analyst, Forrester

12:50 pm – 1:20 pm CDT	**Keynote: Predictions 2025** Speakers: Jeff Pollard, VP, Principal Analyst, Forrester Christopher Gilchrist, Principal Analyst, Forrester Rowan Curran, Principal Analyst, Forrester Tracy Woo, Principal Analyst, Forrester Allie Mellen, Principal Analyst, Forrester
1:20 pm – 1:25 pm CDT	**Closing Remarks** Speakers: Stephanie Balaouras, VP, Group Director, Forrester