



FORRESTER

Technology & Innovation Summit North America 2024

Austin & Digital

September 9, 2024 – September 12, 2024

Agenda downloaded: 2025/04/07 10:55:27

Bold Starts: Monday, Sep 9

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

Tuesday, Sep 10

8:30 am – 9:30 am CDT	<p>General Breakfast</p>
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Tuesday, Sep 10

8:30 am – 9:30 am CDT	<p>Forrester Women's Leadership Program: Breakfast Panel Discussion</p> <p>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</p>
9:30 am – 10:15 am CDT	<p>Welcome & Opening Remarks</p> <p>Speakers: George Colony, CEO, Forrester Stephanie Balaouras, VP, Group Director, Forrester</p>
10:15 am – 10:45 am CDT	<p>Keynote: The Power of AI Computing</p> <p>Speakers: Julie Mohr, Principal Analyst, Forrester</p>
10:55 am – 11:45 am CDT	<p>Marketplace Coffee Break & Networking (In-Person Only)</p> <p>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</p> <p>11:15-11:25am - Kyndryl: Create new customer value with data that powers AI Speakers: Shekhar Jadhav, Director, Data Consulting, Kyndryl</p> <p>11:30-11:40am - Brandwatch: Harnessing the Future: Brandwatch's Journey in AI & Innovation Speakers: Alan Dix, Vice President of Product Management, Brandwatch</p>
10:55 am – 11:25 am CDT	<p>Analyst-Led Roundtable</p> <p>Industry: Public Sector Speakers: Devin Dickerson, Principal Analyst, Forrester</p> <p>Fostering Digital Employee Experience and Collaboration Speakers: Cheryl McKinnon, Principal Analyst, Forrester William McKeon-White, Senior Analyst, Forrester</p> <p>Forrester Izola: Lessons Learned Building Our Own GenAI Tool Speakers: Doug Washburn, Vice President, RoleView For Business Technology, Forrester</p>
11:00 am – 12:15 pm CDT	<p>Level-Up Workshop: Reduce Technical Debt</p> <p>Speakers: Linda Ivy-Rosser, VP, Research Director, Forrester Bobby Cameron, VP, Principal Analyst, Forrester</p>
11:00 am – 11:30 am CDT	<p>Executive Leadership Exchange (Invite only): Exclusive Keynote Q&A With George Colony & Julie Mohr</p> <p>Speakers: George Colony, CEO, Forrester Julie Mohr, Principal Analyst, Forrester</p>

Tuesday, Sep 10

11:45 am – 12:15 pm
CDT

Breakout Sessions

LEADERSHIP & TALENT	TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE
<p>Make People The Key To Your Success In An AI World Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>	<p>Activate Your High-Performance IT Strategy In An AI-Driven World Speakers: Ted Schadler, VP, Principal Analyst, Forrester</p>
BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT	INFRASTRUCTURE & OPERATIONS
<p>The Future Of Enterprise Software Speakers: Liz Herbert, VP, Principal Analyst, Forrester</p>	<p>Get To A Smart Future With The Right Tech Investments Speakers: Andre Kindness, Principal Analyst, Forrester Michele Pelino, Principal Analyst, Forrester</p>
DATA & ANALYTICS	AI
<p>Supercharge Your GenAI Initiatives With Vector Databases Speakers: Noel Yuhanna, VP, Principal Analyst, Forrester</p>	<p>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</p>

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

<p>12:55 pm – 1:55 pm CDT</p>	<p>Lunch & Marketplace (In-Person Only)</p> <p>1:00-1:10pm - Forrester: Deliver Data And AI At Scale Speakers: Aaron Katz, Vice President, Research Director, Forrester</p> <p>1:15-1:25pm - ZenOptics: Eliminate Analytics Sprawl and Control Analytics Costs Speakers: Saurbh Khera, CEO, ZenOptics Heena Sood, CTO, ZenOptics</p> <p>1:30-1:40pm - Atlassian: The Future of IT Operations Speakers: Brooke Fishback, Solutions Engineer - Jira Service Management , Atlassian</p> <p>1:45-1:55pm - Airia: Optimize AI across your Enterprise with Airia Speakers: Spencer Reagan, R&D, Airia</p>													
<p>12:55 pm – 1:55 pm CDT</p>	<p>Executive Leadership Exchange (Invite only): Exclusive Lunch</p>													
<p>1:55 pm – 2:40 pm CDT</p>	<p>Breakout Sessions + Ask An Expert</p> <table border="1" data-bbox="315 774 2199 1305"> <tr> <td data-bbox="315 774 1256 831"> <p>LEADERSHIP & TALENT</p> </td> <td data-bbox="1256 774 2199 831"> <p>TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE</p> </td> </tr> <tr> <td data-bbox="315 831 1256 940"> <p>What It Really Means To Uplevel Your Workforce Speakers: Fiona Mark, Principal Analyst, Forrester Jonathan Roberts, Senior Analyst, Forrester Betsy Summers, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 831 2199 940"> <p>Enhance Your IT Capabilities For High-Performance Speakers: Charles Betz, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 940 1256 997"> <p>BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT</p> </td> <td data-bbox="1256 940 2199 997"> <p>INFRASTRUCTURE & OPERATIONS</p> </td> </tr> <tr> <td data-bbox="315 997 1256 1106"> <p>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</p> </td> <td data-bbox="1256 997 2199 1106"> <p>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</p> </td> </tr> <tr> <td data-bbox="315 1106 1256 1163"> <p>DATA & ANALYTICS</p> </td> <td data-bbox="1256 1106 2199 1163"> <p>AI</p> </td> </tr> <tr> <td data-bbox="315 1163 1256 1305"> <p>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</p> </td> <td data-bbox="1256 1163 2199 1305"> <p>Strategies To Win The AI Race Speakers: Rowan Curran, Senior Analyst, Forrester</p> </td> </tr> </table>		<p>LEADERSHIP & TALENT</p>	<p>TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE</p>	<p>What It Really Means To Uplevel Your Workforce Speakers: Fiona Mark, Principal Analyst, Forrester Jonathan Roberts, Senior Analyst, Forrester Betsy Summers, Principal Analyst, Forrester</p>	<p>Enhance Your IT Capabilities For High-Performance Speakers: Charles Betz, VP, Principal Analyst, Forrester</p>	<p>BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT</p>	<p>INFRASTRUCTURE & OPERATIONS</p>	<p>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</p>	<p>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</p>	<p>DATA & ANALYTICS</p>	<p>AI</p>	<p>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</p>	<p>Strategies To Win The AI Race Speakers: Rowan Curran, Senior Analyst, Forrester</p>
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<p>1:55 pm – 2:40 pm CDT</p>	<p>Executive Leadership Exchange (Invite only) Fireside Chat: IT Leadership In the New World of GenAI</p> <p>Speakers: Sharyn Leaver, Chief Research Officer, Forrester Aaron Levie, Chief Executive Officer, Co-founder, Box</p>													

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, Senior Analyst, Forrester
DATA & ANALYTICS	AI
Ensure Data Governance Through Observability Speakers: Jayesh Chaurasia, Analyst, Forrester	Follow The Rules To Win The Race With AI Governance And Regulations Speakers: Alla Valente, Senior 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

Tuesday, Sep 10

<p>4:00 pm – 4:45 pm CDT</p>	<p>Marketplace Coffee Break & Networking (In-Person Only)</p> <p>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</p> <p>4:20-4:30pm - Aisera: A Dive into Enterprise GenAI Use Cases and Quickest Path to ROI Speakers: Abhi Maheshwari, CEO, Aisera</p> <p>4:35-4:45pm - Treasure Data: Unlocking the Future of Marketing with AI and CDPs Speakers: Kazuki “Kaz” Ohta, Co-Founder & CEO, Treasure Data</p>
<p>4:00 pm – 4:30 pm CDT</p>	<p>Analyst-Led Roundtable</p> <p>Industry: Healthcare Speakers: Alla Valente, Senior Analyst, Forrester Michele Pelino, Principal Analyst, Forrester</p> <p>Industry: Financial Services Speakers: Tracy Woo, Principal Analyst, Forrester Lee Sustar, Principal Analyst, Forrester</p> <p>Demystifying the Components of AI Architecture Speakers: Brian Hopkins, VP, Emerging Tech Portfolio, Forrester</p>
<p>4:45 pm – 5:15 pm CDT</p>	<p>Keynote: Unleash Your Potential With High-Performance IT</p> <p>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)</p>
<p>5:15 pm – 5:25 pm CDT</p>	<p>Closing Remarks</p> <p>Speakers: Stephanie Balaouras, VP, Group Director, Forrester</p>
<p>5:30 pm – 6:30 pm CDT</p>	<p>Reception</p>
<p>7:00 pm – 9:00 pm CDT</p>	<p>Executive Leadership Exchange (Invite Only): Exclusive Dinner</p>

Wednesday, Sep 11

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, Senior 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

Wednesday, Sep 11

<p>11:00 am – 12:15 pm CDT</p>	<p>Level-Up Workshop: Assess Your AI Data Readiness</p> <p>Speakers: Jayesh Chaurasia, Analyst, Forrester Zeid Khater, Analyst, Forrester Chris Gallacher, VP, Principal Consultant, Forrester</p>												
<p>11:45 am – 12:15 pm CDT</p>	<p>Breakout Sessions</p> <table border="1"> <tr> <td data-bbox="315 360 1256 416"> <p>LEADERSHIP & TALENT</p> </td> <td data-bbox="1256 360 2199 416"> <p>TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE</p> </td> </tr> <tr> <td data-bbox="315 416 1256 525"> <p>The ROI Of Team Culture Speakers: Angelina Gennis, Senior Analyst, Forrester</p> </td> <td data-bbox="1256 416 2199 525"> <p>2024 Enterprise Architecture Award Speakers: Charles Betz, VP, Principal Analyst, Forrester Manoj Mathew, Head of Enterprise Architecture, Scotiabank</p> </td> </tr> <tr> <td data-bbox="315 525 1256 580"> <p>BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT</p> </td> <td data-bbox="1256 525 2199 580"> <p>INFRASTRUCTURE & OPERATIONS</p> </td> </tr> <tr> <td data-bbox="315 580 1256 689"> <p>How AI And Automation Are Becoming The Cornerstone Of Enterprise Application Delivery And Modernization Speakers: Akshara Naik Lopez, Senior Analyst, Forrester</p> </td> <td data-bbox="1256 580 2199 689"> <p>Get Your Cloud Costs Under Control With A FinOps Practice Speakers: Tracy Woo, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 689 1256 745"> <p>DATA & ANALYTICS</p> </td> <td data-bbox="1256 689 2199 745"> <p>AI</p> </td> </tr> <tr> <td data-bbox="315 745 1256 831"> <p>Crucial Components For Establishing An Effective Data And AI Team Speakers: Kim Herrington, Senior Analyst, Forrester</p> </td> <td data-bbox="1256 745 2199 831"> <p>AI And Your Tech Talent – It’s Not All About the AI Speakers: Fiona Mark, Principal Analyst, Forrester</p> </td> </tr> </table>	<p>LEADERSHIP & TALENT</p>	<p>TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE</p>	<p>The ROI Of Team Culture Speakers: Angelina Gennis, Senior Analyst, Forrester</p>	<p>2024 Enterprise Architecture Award Speakers: Charles Betz, VP, Principal Analyst, Forrester Manoj Mathew, Head of Enterprise Architecture, Scotiabank</p>	<p>BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT</p>	<p>INFRASTRUCTURE & OPERATIONS</p>	<p>How AI And Automation Are Becoming The Cornerstone Of Enterprise Application Delivery And Modernization Speakers: Akshara Naik Lopez, Senior Analyst, Forrester</p>	<p>Get Your Cloud Costs Under Control With A FinOps Practice Speakers: Tracy Woo, Principal Analyst, Forrester</p>	<p>DATA & ANALYTICS</p>	<p>AI</p>	<p>Crucial Components For Establishing An Effective Data And AI Team Speakers: Kim Herrington, Senior Analyst, Forrester</p>	<p>AI And Your Tech Talent – It’s Not All About the AI Speakers: Fiona Mark, Principal Analyst, Forrester</p>
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<p>12:25 pm – 1:25 pm CDT</p>	<p>Lunch & Marketplace (In-Person Only)</p> <p>12:30-12:40pm - Forrester: Deliver Data And AI At Scale Speakers: Aaron Katz, Vice President, Research Director, Forrester</p> <p>12:45-12:55pm - Forrester: Align To Accelerate With Forrester Decisions Speakers: Doug Washburn, VP, Research Products, Forrester Lane Hunter, Manager, Sales, Forrester</p> <p>1:00-1:10pm - Forrester: Know Your Style To Deliver High-Performance IT Speakers: Chuck Gahun, Principal Analyst, Forrester</p> <p>1:15-1:25pm - Forrester: Build Your IT Strategy Speakers: Marianne Doran-Collins, VP, Consulting Director, Forrester Chris Gallacher, VP, Principal Consultant, Forrester</p>												
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Wednesday, Sep 11

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 <table border="1" data-bbox="315 475 2199 978"> <tr> <td data-bbox="315 475 1256 531">LEADERSHIP & TALENT</td> <td data-bbox="1256 475 2199 531">TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE</td> </tr> <tr> <td data-bbox="315 531 1256 639"> Unlock AI's Full Potential With Forrester's AIQ Framework Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester </td> <td data-bbox="1256 531 2199 639"> Strategic Investments For Unlocking High-Performance IT Value Speakers: Carlos Casanova, Principal Analyst, Forrester Christopher Gilchrist, Principal Analyst, Forrester </td> </tr> <tr> <td data-bbox="315 639 1256 695">BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT</td> <td data-bbox="1256 639 2199 695">INFRASTRUCTURE & OPERATIONS</td> </tr> <tr> <td data-bbox="315 695 1256 804"> Build A Workforce Comfortable With Navigating An Intelligent Enterprise Speakers: Kate Leggett, Vice President, Principal Analyst, Forrester </td> <td data-bbox="1256 695 2199 804"> Define Your Next-Generation Cloud Operating Model Speakers: Lee Sustar, Principal Analyst, Forrester Tracy Woo, Principal Analyst, Forrester </td> </tr> <tr> <td data-bbox="315 804 1256 860">DATA & ANALYTICS</td> <td data-bbox="1256 804 2199 860">AI</td> </tr> <tr> <td data-bbox="315 860 1256 978"> Master The Discipline Of Decisions To Drive Analytical Impact Speakers: Brandon Purcell, VP, Principal Analyst, Forrester Aldila Yunus, Researcher, Forrester </td> <td data-bbox="1256 860 2199 978"> Behind The Scenes: AI Models, Platforms, And Infrastructure To Deliver AI Speakers: Mike Gualtieri, VP, Principal Analyst, Forrester </td> </tr> </table>		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
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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

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

TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE

Master Strategic Portfolio Management With A Strategic Value Office

Speakers: Margo Visitacion, VP, Principal Analyst, Forrester

BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT

Journey Maps And Value Streams Bring Relevancy To Your Tech Stack Investments

Speakers: Joe Cicman, Principal Analyst, Forrester Christopher Condo, Principal Analyst, Forrester

INFRASTRUCTURE & OPERATIONS

The Future Of VMware: What Are Your Options?

Speakers: Naveen Chhabra, Principal Analyst, Forrester

DATA & ANALYTICS

Democratize Enterprise Data With AI-Infused Business Intelligence

Speakers: Boris Evelson, Vice President, Principal Analyst, Forrester Aaron Katz, VP, Research Director, Forrester

AI

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 Julie Young, Manager, Senior Consultant, 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

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

Thursday, Sep 12

8:30 am – 9:30 am CDT	<p>General Breakfast</p>
9:30 am – 9:35 am CDT	<p>Welcome & Opening Remarks</p> <p>Speakers: Stephanie Balaouras, VP, Group Director, Forrester</p>

Thursday, Sep 12

<p>9:35 am – 10:05 am CDT</p>	<p>Keynote: The Real-Time Data Opportunity</p> <p>Speakers: Mike Gualtieri, VP, Principal Analyst, Forrester</p>													
<p>10:05 am – 10:35 am CDT</p>	<p>Keynote: Observe The Future Of AIOps, It's Happening Now</p> <p>Speakers: Carlos Casanova, Principal Analyst, Forrester</p>													
<p>10:45 am – 11:30 am CDT</p>	<p>Marketplace Coffee Break & Networking (In-Person Only)</p> <p>10:50-11:00am - Broadcom: Driving Innovation With AI And Value Stream Management Speakers: Lance Knight, Chief Value Stream Architect, Broadcom</p> <p>11:05-11:15am - Box: Building an Intelligent, Secure Content Strategy Speakers: William Higgins, Team Manager, Solutions Engineering, Box</p> <p>11:20-11:30am - Workgrid: Making AI Work for You Speakers: Rob Ryan, Director of Product Marketing and Business Value, Workgrid</p>													
<p>11:30 am – 12:00 pm CDT</p>	<p>Breakout Sessions</p> <table border="1"> <tr> <td data-bbox="315 815 1256 871"> <p>LEADERSHIP & TALENT</p> </td> <td data-bbox="1256 815 2199 871"> <p>TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE</p> </td> </tr> <tr> <td data-bbox="315 871 1256 979"> <p>How To Get People To Collaborate Speakers: David Johnson, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 871 2199 979"> <p>Enable High Performance With Effective Application of Product Management Practices Speakers: Fiona Mark, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 979 1256 1035"> <p>BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT</p> </td> <td data-bbox="1256 979 2199 1035"> <p>INFRASTRUCTURE & OPERATIONS</p> </td> </tr> <tr> <td data-bbox="315 1035 1256 1144"> <p>Deploying AI Augmented Business Applications Securely Speakers: Linda Ivy-Rosser, VP, Research Director, Forrester Jeff Pollard, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 1035 2199 1144"> <p>AI-Powered Automation: What Businesses Are Doing Now Speakers: Craig Le Clair, Vice President, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 1144 1256 1200"> <p>DATA & ANALYTICS</p> </td> <td data-bbox="1256 1144 2199 1200"> <p>AI</p> </td> </tr> <tr> <td data-bbox="315 1200 1256 1284"> <p>Data Quality Is The Key To Trust In Data Speakers: Jayesh Chaurasia, Analyst, Forrester</p> </td> <td data-bbox="1256 1200 2199 1284"> <p>Trusted AI Starts With Explainability Speakers: Brandon Purcell, VP, Principal Analyst, Forrester</p> </td> </tr> </table>		<p>LEADERSHIP & TALENT</p>	<p>TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE</p>	<p>How To Get People To Collaborate Speakers: David Johnson, Principal Analyst, Forrester</p>	<p>Enable High Performance With Effective Application of Product Management Practices Speakers: Fiona Mark, Principal Analyst, Forrester</p>	<p>BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT</p>	<p>INFRASTRUCTURE & OPERATIONS</p>	<p>Deploying AI Augmented Business Applications Securely Speakers: Linda Ivy-Rosser, VP, Research Director, Forrester Jeff Pollard, VP, Principal Analyst, Forrester</p>	<p>AI-Powered Automation: What Businesses Are Doing Now Speakers: Craig Le Clair, Vice President, Principal Analyst, Forrester</p>	<p>DATA & ANALYTICS</p>	<p>AI</p>	<p>Data Quality Is The Key To Trust In Data Speakers: Jayesh Chaurasia, Analyst, Forrester</p>	<p>Trusted AI Starts With Explainability Speakers: Brandon Purcell, VP, Principal Analyst, Forrester</p>
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Thursday, Sep 12

12:10 pm – 12:40 pm
CDT

Breakout Sessions

LEADERSHIP & TALENT

You Break It, You Buy It: Trust In The Future Of Work
Speakers: Jonathan Roberts, Senior Analyst, Forrester

TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE

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

Establishing Trust With Service Providers In The Age Of GenAI
Speakers: Christopher Condo, Principal Analyst, Forrester Bill Martorelli, Principal Analyst, Forrester

INFRASTRUCTURE & OPERATIONS

Navigating The New Terrain Of Platform Teams In Operations
Speakers: Julie Mohr, Principal Analyst, Forrester

DATA & ANALYTICS

Synthetic Data Fuels New Use Cases
Speakers: Zeid Khater, Analyst, Forrester

AI

The Training Regimen: Model Training And Customization Options
Speakers: Rowan Curran, Senior 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, Senior 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