



FORRESTER

B2B Summit North America

Phoenix

May 3, 2027 – May 5, 2027

Agenda downloaded: May 25, 2026 08:04:30 AM ET

Bold Starts, Apr 26

2:00 pm – 3:00 pm	<p>Customize Your Summit Experience: Drop-In Agenda-Building Session</p> <p>Speakers: Steven Casey, VP, Research Director, Forrester</p>
2:30 pm – 5:00 pm	<p>Workshops</p> <p>End The Corporate-Regional Tug Of War Over Campaign Control Speakers: Rani Salehi, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester</p> <p>How To Measure The Impact Of Process Transformation Across GTM Efforts Speakers: Vicki Brown, VP, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester</p> <p>Bringing Order To The Chaos Of Campaign/Program Workflows Improving Buyer Experience Speakers: Naomi Marr, Principal Analyst, Forrester Nora Conklin, Principal Analyst, Forrester</p>
3:45 pm – 5:00 pm	<p>Workshops</p> <p>Postsale Engagement Design: A Framework For Collaboration Speakers: Amy Bills, VP, Principal Analyst, Forrester Shari Srebnick, Principal Analyst, Forrester</p> <p>Influence That Builds Brand Authority In The AEO Age Speakers: Karen Tran, Principal Analyst, Forrester</p> <p>Align And Activate AI Agents For GTM Teams Speakers: Jessie Johnson, Principal Analyst, Forrester Katie Linford, Principal Analyst, Forrester</p>
4:00 pm – 5:00 pm	<p>Customize Your Summit Experience: Drop-In Agenda-Building Session</p> <p>Speakers: Matthew Selheimer, VP, Research Director, Forrester</p>
5:30 pm – 7:00 pm	<p>Welcome Reception Sponsored By Salesforce</p>
5:30 pm – 6:30 pm	<p>Executive Leadership Exchange (Invite-Only): Welcome Reception And First Networking Opportunity</p>

Monday, Apr 27

7:00 am – 8:00 am	<p>Wellness: Morning Run And Walk</p>
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Monday, Apr 27

7:00 am – 8:00 am	Wellness: Morning Yoga
8:30 am – 9:30 am	Wellness: Morning Yoga
8:00 am – 9:00 am	<p>First-Time Access: Decoding GTM Singularity and Mapping Your Summit Journey</p> <p>Speakers: Srividya Sridharan, VP, Group Director, Forrester Amy Hayes, VP, Research Director, Forrester</p>
8:00 am – 11:00 am	<p>Forrester Women's Leadership Program: Focused. Intentional. Transformative.</p> <p>8:30am - 8:50am - Focused By Choice, Transformative By Design: Women Leaders Shaping The Human Future Of Work Speakers: Maria Chien, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester</p> <p>8:50am - 9:10am - Guest Keynote Speakers: Divya Rajagopalan Ed.D., Vice President, Global Partner Strategy, ServiceNow</p> <p>9:20am - 10:00am - Leading In A Connected Era: Networks, Resilience, And Women In Leadership Speakers: Catherine Daubert, Head of Global Marketing, Smart Buildings & Smart Power, ABB Rhonda Hogan, VP, Growth Marketing, SAP Concur Divya Rajagopalan Ed.D., Vice President, Global Partner Strategy, ServiceNow Maria Chien, VP, Principal Analyst, Forrester</p> <p>10:10am - 10:45am - Roundtable Discussions: Preparing For An AI-Driven Future</p>
8:30 am – 9:30 am	<p>Analyst-Led Roundtables</p> <p>Using Postsale Customer Insights Across the Lifecycle Speakers: Shari Srebnick, Principal Analyst, Forrester</p> <p>How Is AI Transforming B2B Marketing And Revenue Operations? Speakers: Laura Cross, VP, Principal Analyst, Forrester</p> <p>Possibilities And Pitfalls Of AI In ABM Speakers: Nora Conklin, Principal Analyst, Forrester</p> <p>From Siloed to Synced: Marketing–Product Collaboration That Delivers Speakers: Lisa Singer, VP, Principal Analyst, Forrester Mark Ogne, Principal Analyst, Forrester</p>

Monday, Apr 27

9:00 am – 11:15 am	<p>Immersive Experience (Registration Required)</p> <p>9:00 AM - 10:00 AM</p> <p>10:15 AM - 11:15 AM</p>
9:00 am – 11:00 am	<p>Future Leaders Program</p> <p>Session Details: Speakers: Amy Bills, VP, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester</p>
9:00 am – 11:00 am	<p>Workshops</p> <p>Assess AI Proficiency To Scale AI Success Speakers: Katie Linford, Principal Analyst, Forrester Jessie Johnson, Principal Analyst, Forrester</p> <p>Use Market Intelligence To Make Smarter GTM Decisions Speakers: Beth Caplow, VP, Principal Analyst, Forrester Barbara Winters, VP, Principal Analyst, Forrester</p> <p>Measure, Message, Influence: A Revenue Enablement Value Playbook Speakers: Peter Ostrow, VP, Principal Analyst, Forrester</p> <p>Assess Your GTM Transformation Readiness Speakers: Katie Fabiszak, VP, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester</p> <p>Confident Power Moves: Design Through Reorgs, Layoffs, And Change Speakers: Rani Salehi, Principal Analyst, Forrester Vicki Brown, VP, Principal Analyst, Forrester</p>

Monday, Apr 27

10:00 am – 11:00 am	<p>Analyst-Led Roundtables</p> <p>Designing Sales Plans For Modern Buyers Speakers: Shakeel Khan, Principal Analyst, Forrester</p> <p>Can Marketing Measurement And Attribution Meet This Moment? Speakers: Ross Graber, VP, Principal Analyst, Forrester</p> <p>Are Silos Killing Your Customer Experience? Speakers: Cristina De Martini, VP, Research Director, Forrester</p> <p>Adapting Plans And Budgets Effectively Speakers: Craig Moore, VP, Principal Analyst, Forrester</p>
10:00 am – 11:30 am	<p>Executive Leadership Exchange (Invite-Only): Welcome And Program Kickoff: Leading Through GTM Singularity</p> <p>Speakers: Nick Buck, VP, Executive Partner, Forrester</p> <p>Diagnosing Organizational Effectiveness: What Leaders Often Overlook Speakers: Betsy Summers, Principal Analyst, Forrester</p>
11:00 am – 12:00 pm	<p>Lunch & Marketplace Opening</p> <p>11:10 - 11:40am - Forrester AI Activation Session</p> <p>11:25 - 11:35am - The Data B2B Marketers Can't Stop Talking About Speakers: Elizabeth Velasquez, Director, Data Engagement , Forrester Taanya Malhotra, Mgr, Data Engagement, Forrester</p>
12:00 pm – 12:10 pm	<p>Welcome</p> <p>Speakers: George Colony, CEO, Forrester</p>
12:10 pm – 12:30 pm	<p>Keynote: Opening Remarks & The GTM Singularity</p> <p>Speakers: Dave Frankland, VP, Research Director, Forrester</p>
12:30 pm – 1:00 pm	<p>Keynote: Overcoming The Visibility Vacuum</p> <p>Speakers: John Buten, Principal Analyst, Forrester</p>

Monday, Apr 27

<p>1:15 pm – 2:00 pm</p>	<p>Breakout Sessions</p> <table border="1"> <tr> <td data-bbox="315 245 1256 304"> <p>GTM TRANSFORMATION</p> </td> <td data-bbox="1256 245 2199 304"> <p>BUYER & CUSTOMER EXPERIENCE</p> </td> </tr> <tr> <td data-bbox="315 304 1256 411"> <p>Disconnected GTM Efforts Will Ruin Your Company Speakers: Katie Fabiszak, VP, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 304 2199 411"> <p>Elevated Expectations: What Your Audience Really Wants Speakers: Barbara Winters, VP, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 411 1256 470"> <p>ENGAGEMENT & ACTIVATION</p> </td> <td data-bbox="1256 411 2199 470"> <p>PLANNING & MEASUREMENT</p> </td> </tr> <tr> <td data-bbox="315 470 1256 547"> <p>Building Adaptive Marketing Programs With AI Speakers: Kelvin Gee, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 470 2199 547"> <p>The 10 Non-Negotiables For Resilient Planning Across GTM Functions Speakers: Laura Cross, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 547 1256 606"> <p>DATA & INSIGHTS</p> </td> <td data-bbox="1256 547 2199 606"> <p>LEADERSHIP & ORG</p> </td> </tr> <tr> <td data-bbox="315 606 1256 683"> <p>Building The GTM Knowledge Graph For GenAI Speakers: Brett Kahnke, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 606 2199 683"> <p>Diagnose The Barriers To Your Organizational Effectiveness Speakers: Betsy Summers, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 683 1256 742"> <p>AI, AGENTS & AUTOMATION</p> </td> <td data-bbox="1256 683 2199 742"></td> </tr> <tr> <td data-bbox="315 742 1256 826"> <p>Align AI Agents With Strategic Initiatives To Accelerate Growth Speakers: Jessie Johnson, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 742 2199 826"></td> </tr> </table>	<p>GTM TRANSFORMATION</p>	<p>BUYER & CUSTOMER EXPERIENCE</p>	<p>Disconnected GTM Efforts Will Ruin Your Company Speakers: Katie Fabiszak, VP, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester</p>	<p>Elevated Expectations: What Your Audience Really Wants Speakers: Barbara Winters, VP, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester</p>	<p>ENGAGEMENT & ACTIVATION</p>	<p>PLANNING & MEASUREMENT</p>	<p>Building Adaptive Marketing Programs With AI Speakers: Kelvin Gee, Principal Analyst, Forrester</p>	<p>The 10 Non-Negotiables For Resilient Planning Across GTM Functions Speakers: Laura Cross, VP, Principal Analyst, Forrester</p>	<p>DATA & INSIGHTS</p>	<p>LEADERSHIP & ORG</p>	<p>Building The GTM Knowledge Graph For GenAI Speakers: Brett Kahnke, Principal Analyst, Forrester</p>	<p>Diagnose The Barriers To Your Organizational Effectiveness Speakers: Betsy Summers, Principal Analyst, Forrester</p>	<p>AI, AGENTS & AUTOMATION</p>		<p>Align AI Agents With Strategic Initiatives To Accelerate Growth Speakers: Jessie Johnson, Principal Analyst, Forrester</p>	
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Monday, Apr 27

2:15 pm – 2:45 pm

Sponsor Case Studies**Adobe: From AI Noise To Market Power: Lumen's Human Advantage**

Speakers: Ed Kennedy, Manager, Product Marketing, Adobe GenStudio Moria Fredrickson, VP Brand & DX, Lumen

Clozd: How Canva Turns Win-Loss Feedback Into GTM Strategy

Speakers: Spencer Dent, Co-founder & Co-CEO, Clozd Jessica Chiew, Global Head of GTM Strategy & Operations, Canva

Cvent: Winning Mindshare: Capital Group's Event-Led Growth Strategy

Speakers: Ajith Krishnankutty, Head of Experiential Marketing, Capital Group

Demandbase: The Signal Trap: Why Your GTM Team Is Drowning In Insights But Starving For Impact

Speakers: Brooke Leslie, Sr. Director, Global Campaigns and ABM, Cloudfare

Intentsify: How Cox Communications Built AI Into GTM Execution

Speakers: Sarah Kim, VP of Commercial Marketing, Cox Communications Hannah Swanson, VP of Marketing, Intentsify

Lead2Pipeline: Eliminating Intent Slop | How Cybersecurity Marketers Are Using AI For 19X Pipeline ROI With Scalable Content Workflows

Speakers: Sourabh Kothari, Chief Marketing Officer, Lead2Pipeline Alex Yakubov, Vice President of Marketing, Terra Security Kevin Kerner, CEO & Founder, Mighty & True

Optimizely: From Technical Debt To Triumph: Epicor's New Digital Foundation

Speakers: April Henderson, Solution Strategy Director, Optimizely Kelly Greenwalt, Sr. Director of Marketing Operations, Epicor Eddie Rodriguez, Director of Marketing Technology, Epicor

2:45 pm – 3:45 pm

Analyst-Led Roundtables**Resetting Partner Enablement For Today's Buyers**

Speakers: Maria Chien, VP, Principal Analyst, Forrester Kathy Contreras, VP, Principal Analyst, Forrester

Overcoming The Visibility Vacuum

Speakers: John Buten, Principal Analyst, Forrester

Protecting Revenue, Driving Growth: Where Customer Marketing Succeeds

Speakers: Amy Bills, VP, Principal Analyst, Forrester

REPEAT: Using Postsale Customer Insights Across the Lifecycle

Speakers: Nora Conklin, Principal Analyst, Forrester

Monday, Apr 27

2:45 pm – 3:45 pm

Marketplace Coffee Break & Networking**2:50pm - 3:00pm - Bombora: Illuminate The Buying Group: CRM Activation Is Not Enough For High Performance ABM**

Speakers: Hsiaolei Miller, SVP, Insights and Customer Success, Bombora

2:50pm - 3:00pm - Informa TechTarget: If AI Picks The Winners, How Do You Get Chosen?

Speakers: Staci Gullotta, Chief Marketing Officer, Informa TechTarget

3:05pm - 3:15pm - Data Axle: From Personas To People In B2B

Speakers: Natalie Cunningham, SVP of Marketing, Data Axle

3:05pm - 3:15pm - Gong: Driving Predictable Growth With AI: What Actually Moves The Needle For GTM Teams

Speakers: Kirra Greye, Director of Revenue Transformation, Gong

3:20pm - 3:30pm - Brightspot: Content Management Built For The Way You Work

Speakers: Maria Bishirjian, Principal Product Marketing Manager, Brightspot Vicki Tran, Senior Product Manager, Brightspot

3:20pm - 3:30pm - Knak: The Future Of Email Marketing: Faster Builds, Better Workflows

Speakers: Andrea Vicic, Senior Product Marketing Director, Knak

3:30 pm – 5:00 pm

Executive Leadership Exchange (Invite-Only): Executive Deep Dives**Panel: GTM Transformation For Today's Buying Reality**

Speakers: Antonio Espinoza, Global Head Of Digital Marketing And eCommerce, Philips International Lisa Horner, CMO, AppFolio Brian Hovey, VP, CMO, Rockwell Automation Matthew Selheimer, VP, Research Director, Forrester

Peer Discussions: Navigating The GTM Singularity

Monday, Apr 27

3:45 pm – 4:15 pm

Breakout Sessions	
GTM TRANSFORMATION	BUYER & CUSTOMER EXPERIENCE
<p>The Future Of Sales And Topline Growth Speakers: Rick Bradberry, Principal Analyst, Forrester</p>	<p>Transform DX For The AI-Empowered Buyer Speakers: Renee Irion, Principal Analyst, Forrester</p>
ENGAGEMENT & ACTIVATION	PLANNING & MEASUREMENT
<p>Surviving When Your Revenue Process Is Obsolete Speakers: Terry Flaherty, VP, Principal Analyst, Forrester</p>	<p>Turning Transparency Into Trust For GTM Growth Speakers: Martin Hasenstrauch, Global Partner Marketing, Siemens Maria Chien, VP, Principal Analyst, Forrester</p>
DATA & INSIGHTS	LEADERSHIP & ORG
<p>From Data Silos To A Unified AI Foundation Speakers: Jeff Siegel, Director of Marketing Strategy, Cisco Katie Linford, Principal Analyst, Forrester</p>	<p>AI Won't Fix Your Operating Model: Leadership Will. Speakers: Billy Hackenson, VP, Marketing Strategy, Planning, Operations, and AI Initiatives, Cisco Rani Salehi, Principal Analyst, Forrester</p>
AI, AGENTS & AUTOMATION	
<p>Scaling Content Amid The Swirl Of AI Scrutiny Speakers: Lisa Gately, Principal Analyst, Forrester</p>	

Monday, Apr 27

4:30 pm – 5:00 pm	<p>Sponsor Case Studies</p> <p>Influ2: Orchestrate ABM Around Main Characters, Not The Extras Speakers: Dmitri Lisitski, CEO and Co-Founder, Influ2 Jon Miller, CEO and Co-Founder, Marketo Doug Madey, Director of Communications, Influ2</p> <p>Informa TechTarget: Transforming Cybersecurity Marketing: Strategic Alignment And Precision Targeting For Pipeline Growth Speakers: Annie Matthews, Head of Cybersecurity GTM, Informa TechTarget Katrina Ross, Sr. Director of Integrated Marketing, Tanium</p> <p>LeanData: From Routing Disorder To AI Revenue Orchestration: How Uber For Business Increased Deal Velocity And Bridged The AI Gap Speakers: Nicole Peinado, Revenue Technology Manager, Uber Katy Keim, Chief Executive Officer, LeanData</p> <p>NetLine: Winning Buyers Before The Shortlist: Preference-Building Lessons From 7M Buying Signals Speakers: David Fortino, General Manager, NetLine Mandi Tompkins, Head of StudioID, Informa TechTarget</p> <p>Optimizely: From Technical Debt To Triumph: Epicor's New Digital Foundation Speakers: April Henderson, Solution Strategy Director, Optimizely Eddie Rodriguez, Director of Marketing Technology, Epicor Kelly Greenwalt, Sr. Director of Marketing Operations, Epicor</p> <p>People Data Labs: Hidden Signals: The Workforce Data Insights Powering The Future Of Enterprise GTM Speakers: Ben Eisenberg, CEO, People Data Labs Lindsay Warren, VP of Growth, People Data Labs</p> <p>Salesforce: Unlock Qualified Pipeline With True Sales & Marketing Alignment Speakers: Tyler Wellington, Cloud Sales Director, GTM Product Marketing Manager, Salesforce Ruth Bolster, Product Marketing Senior Lead, Salesforce</p>
5:15 pm – 5:55 pm	<p>Panel: How To Bend The ARC Of Your GTM Toward Growth</p> <p>Speakers: Steven Casey, VP, Research Director, Forrester Amy Hayes, VP, Research Director, Forrester Cristina De Martini, VP, Research Director, Forrester Matthew Selheimer, VP, Research Director, Forrester</p>
5:55 pm – 6:55 pm	<p>Networking Reception Sponsored by Adobe</p>
7:00 pm – 9:30 pm	<p>Executive Leadership Exchange (Invite-Only): Exclusive Dinner Experience And Networking</p>
7:00 pm – 9:00 pm	<p>Future Leaders Dinner</p>

Tuesday, Apr 28

8:00 am – 9:15 am

General Breakfast

8:00 am – 9:15 am

Workshops**Designing Messaging And Content For Visibility**

Speakers: John Buten, Principal Analyst, Forrester Lisa Gately, Principal Analyst, Forrester

Jumpstarting Your Buying Group Transformation

Speakers: Terry Flaherty, VP, Principal Analyst, Forrester Naomi Marr, Principal Analyst, Forrester

Build A Customer Marketing Charter

Speakers: Amy Bills, VP, Principal Analyst, Forrester

Boost Your Success With AIQ

Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester

To Insource Or Outsource? That Is The Question.

Speakers: Ian Bruce, VP, Principal Analyst, Forrester Nick Buck, VP, Executive Partner, Forrester

8:15 am – 9:15 am

Analyst-Led Roundtables**Is Sales Paid Too Much For Too Little?**

Speakers: Rick Bradberry, Principal Analyst, Forrester

Reinventing Buyer Personas And Journeys With AI

Speakers: Barbara Winters, VP, Principal Analyst, Forrester

Using AI in Campaign Design and Optimization

Speakers: Craig Moore, VP, Principal Analyst, Forrester

REPEAT: Are Silos Killing Your Customer Experience?

Speakers: Cristina De Martini, VP, Research Director, Forrester

Certification Roundtable: Activating The Modern GTM

Speakers: Amy Hayes, VP, Research Director, Forrester

Tuesday, Apr 28

8:15 am – 9:15 am	Immersive Experience (Registration Required) 8:15 AM - 9:15 AM Group A or B
9:15 am – 9:35 am	Welcome Back Speakers: Dave Frankland, VP, Research Director, Forrester
9:35 am – 10:00 am	Keynote: Make Brand + Demand Your Preference Multiplier Speakers: Ian Bruce, VP, Principal Analyst, Forrester Kelvin Gee, Principal Analyst, Forrester
10:00 am – 10:30 am	Return On Integration Honors Speakers: Brian Hovey, VP, CMO, Rockwell Automation Marc Monday, GVP AMS Partnerships & Channels, ServiceNow Lucia Ying, Head of Americas SMB Marketing and Global SMB Brand, Amazon Ads Sharyn Leaver, Chief Research Officer, Forrester
10:30 am – 12:45 pm	Immersive Experience (Registration Required) 10:30 AM - 11:30 AM Group A or B 11:45 AM - 12:45 PM Group A or B

Tuesday, Apr 28

10:30 am – 11:30 am

Marketplace Coffee Break & Networking**10:35am - 10:45am - Bombora: Mind The Gap: Is Your ABM Measurement Missing The Bigger Picture?**

Speakers: Hsiaolei Miller, SVP, Insights and Customer Success, Bombora

10:35am - 10:45am - NetLine: How Demand Teams Turn Active Buyer Research Into Qualified Pipeline—Before The Shortlist Forms

Speakers: Andy Gioia, Director of Sales, NetLine

10:50am - 11:00am - ROI DNA: The Hidden Revenue Risk In Paid Media

Speakers: Brian DeHaan, SVP Growth and Client Services, ROI DNA

10:50am - 11:00am - Zoho: Silos, Synergy, And Singularity: The Journey To "Vibe GTM"

Speakers: Prashanth "PVK" Krishnaswami, Head of Market Strategy, Zoho

11:05am - 11:15am - 6sense: Seeing Your GTM As A System: The 6sense Maturity Model

Speakers: Rauli Garcia, Vice President of Strategic Consulting & Analytics, 6sense

11:05am - 11:15am - Docket: Death Of The MQL: How Agents Re-Write Qualification

Speakers: Arjun Pillai, CEO, Docket

11:20am - 11:30am - Nooks: Why Tool Sprawl Is The Silent Pipeline Killer

Speakers: Marissa McCormick, Sr Sales Development Manager, Nooks

11:20am - 11:30am - The Collaborative: Real-World Asana: Scale Impact, Evolve Your Team

Speakers: Cory Wilson, CEO/Principal Consultant, The Collaborative Alaia Giglio, Lead Consultant, The Collaborative

10:30 am – 11:30 am

Exclusive Book Signing With Dave Boyce

Speakers: Dave Boyce, Growth Investor, Mercato Partners

10:40 am – 11:20 am

Getting The Most Out Of Forrester

Speakers: Chris Andrews, VP Product Management, Forrester

Tuesday, Apr 28

<p>11:30 am – 12:00 pm</p>	<p>Breakout Sessions</p>	
	<p>GTM TRANSFORMATION</p>	<p>BUYER & CUSTOMER EXPERIENCE</p>
	<p>A Candid Look At Honeywell's GTM Transformation Speakers: Meredith Winczewski, IA Chief Marketing Officer, Honeywell Katie Fabiszak, VP, Principal Analyst, Forrester</p>	<p>Agile Messaging Delivers Engaging Experiences And Campaigns Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester</p>
	<p>ENGAGEMENT & ACTIVATION</p>	<p>PLANNING & MEASUREMENT</p>
	<p>Win The Post-Zero-Click Search Game Speakers: Renee Irion, Principal Analyst, Forrester</p>	<p>Link Brand And Demand To Show Marketing Effectiveness Speakers: Dena Weatherhead, Director, Brand Media, Workday Ian Bruce, VP, Principal Analyst, Forrester</p>
	<p>DATA & INSIGHTS</p>	<p>LEADERSHIP & ORG</p>
	<p>Market And Buyer Intelligence That Powers GTM Success Speakers: Beth Caplow, VP, Principal Analyst, Forrester</p>	<p>Leading When AI Democratizes Work Speakers: Lisa Gately, Principal Analyst, Forrester</p>
	<p>AI, AGENTS & AUTOMATION</p>	
	<p>Navigate The AI Collision In Sales And Marketing Tech Stacks Speakers: Kathleen Pierce, Principal Analyst, Forrester</p>	
<p>11:30 am – 12:00 pm</p>	<p>Don't Fire Your Developers! The Future Of AI Software Development Speakers: Chris Gardner, VP, Research Director, Forrester</p>	

Tuesday, Apr 28

12:15 pm – 12:45 pm

Sponsor Case Studies**1mind: Experity Outcomes: 3X With 1mind**

Speakers: Jonathan Moss, EVP, Experity

Dun & Bradstreet: How Essity Rebuilt Trust In Their Data

Speakers: Neil Honaker, Data & Enablement Initiatives Manager, Essity Travis Lasorsa, Regional Vice President, New Business, Dun & Bradstreet

Informa TechTarget: Records To Revenue: How Iron Mountain Fueled Database Expansion And Engaged New Buying Teams

Speakers: Mark Wiragh, Director of North American Enterprise Marketing, Iron Mountain Staci Gullotta, Chief Marketing Officer, Informa TechTarget

Kaltura: Transforming Content Engagement: From Siloed Systems To Scalable Personalization

Speakers: Pradeep Dasarathan, Director of Web & Digital Marketing, Cisco

LeanData: Breaking Silos: How Rockwell Automation Rebuilt Its GTM Engine

Speakers: Jim Bell, Chief Marketing Officer, LeanData Amanda Shelley, AI Strategy & Transformation Lead for Global Sales and Marketing, Rockwell Automation

Salesforce: Rewrite the B2B Playbook with Agentic Engagement

Speakers: Ruth Bolster, Product Marketing Senior Lead, Salesforce Tina Katic-Michalos, Senior Director of Demand Generation and Marketing Operations, TaskUs

WordPress VIP: From Static Sites To Adaptive Experiences: How Salesforce & WordPress VIP Are Powering The AI-Ready Web

Speakers: Patrick Barrett, Senior Director of Product Management, Marketing Cloud, Salesforce James Giroux, Technical Account Manager, WordPress VIP

12:45 pm – 2:00 pm

Analyst Relations (AR) Luncheon

Speakers: Chris Andrews, VP Product Management, Forrester

12:45 pm – 2:00 pm

Marketplace Lunch & Networking**1:30pm - 2:00pm - Forrester AI Activation Session****1:35 - 1:45pm - The Data B2B Marketers Can't Stop Talking About**

Speakers: Elizabeth Velasquez, Director, Data Engagement, Forrester Taanya Malhotra, Mgr, Data Engagement, Forrester

12:45 pm – 1:45 pm

Adobe Lunch & Learn: From Insight To Impact: How Esri Built An AI-Ready GTM Revenue Engine With Adobe

Speakers: Jessica Kao, Director of B2B GTM Digital Transformation, Adobe Steve Schultz, Director, MarTech | IST, Esri

Tuesday, Apr 28

12:45 pm – 2:00 pm	<p>Executive Leadership Exchange (Invite-Only): Lunch, Networking And Executive Discussions</p> <p>Speakers: Dave Boyce, Growth Investor, Mercato Partners</p>															
1:00 pm – 1:45 pm	<p>Forrester Women's Leadership Program Lunch & Panel</p> <p>Speakers: Lizzie Brown, Associate, Account-Based Marketing Leader, KPMG Avery Clinton, Product Marketing Analyst, Equinix Maysa Dantas, Marketing Manager, Wolters Kluwer Health Mikayla Wilson, Senior Marketing Operations Manager, Workiva Phyllis Davidson, VP, Principal Analyst, Forrester</p>															
2:00 pm – 2:45 pm	<p>Breakout Sessions</p> <table border="1" data-bbox="315 496 2210 1219"> <tr> <td data-bbox="315 496 1256 555"> <p>GTM TRANSFORMATION</p> </td> <td data-bbox="1256 496 2210 555"> <p>BUYER & CUSTOMER EXPERIENCE</p> </td> </tr> <tr> <td data-bbox="315 555 1256 660"> <p>Partner Your Way To Complete Customer Solutions Speakers: Kathy Contreras, VP, Principal Analyst, Forrester Tony Plec, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 555 2210 660"> <p>A Personalization Prescription: Rx For Winning Experiences Speakers: Jessie Johnson, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 660 1256 719"> <p>ENGAGEMENT & ACTIVATION</p> </td> <td data-bbox="1256 660 2210 719"> <p>PLANNING & MEASUREMENT</p> </td> </tr> <tr> <td data-bbox="315 719 1256 799"> <p>Win Buyer Trust With Proof Speakers: Lisa Gately, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 719 2210 799"> <p>Evaluating Content Impact In An AI World Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 799 1256 1018"> <p>DATA & INSIGHTS</p> <p>Proving The Value Of Your AI Offering: Moving From Activity Metrics To Business Impact Speakers: Shweta Doshi, Head of Product, Mindtickle Kobi Stok, SVP of Product, Pendo Stuart Clark, SVP of Product, KnowBe4 Lisa Singer, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 799 2210 1018"> <p>LEADERSHIP & ORG</p> <p>Get Ready For AI With Forrester's AIQ Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p> </td> </tr> <tr> <td data-bbox="315 1018 1256 1077"> <p>AI, AGENTS & AUTOMATION</p> </td> <td data-bbox="1256 1018 2210 1219"> </td> </tr> <tr> <td data-bbox="315 1077 1256 1219"> <p>When AI Agents Take Over, What's Left For You? Speakers: Laura Cross, VP, Principal Analyst, Forrester Laura Ramos, VP, Principal Analyst, Forrester Naomi Marr, Principal Analyst, Forrester Mark Ogne, Principal Analyst, Forrester Emily Collins, VP, Research Director, Forrester</p> </td> <td data-bbox="1256 1077 2210 1219"> </td> </tr> </table>		<p>GTM TRANSFORMATION</p>	<p>BUYER & CUSTOMER EXPERIENCE</p>	<p>Partner Your Way To Complete Customer Solutions Speakers: Kathy Contreras, VP, Principal Analyst, Forrester Tony Plec, Principal Analyst, Forrester</p>	<p>A Personalization Prescription: Rx For Winning Experiences Speakers: Jessie Johnson, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester</p>	<p>ENGAGEMENT & ACTIVATION</p>	<p>PLANNING & MEASUREMENT</p>	<p>Win Buyer Trust With Proof Speakers: Lisa Gately, Principal Analyst, Forrester</p>	<p>Evaluating Content Impact In An AI World Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester</p>	<p>DATA & INSIGHTS</p> <p>Proving The Value Of Your AI Offering: Moving From Activity Metrics To Business Impact Speakers: Shweta Doshi, Head of Product, Mindtickle Kobi Stok, SVP of Product, Pendo Stuart Clark, SVP of Product, KnowBe4 Lisa Singer, VP, Principal Analyst, Forrester</p>	<p>LEADERSHIP & ORG</p> <p>Get Ready For AI With Forrester's AIQ Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>	<p>AI, AGENTS & AUTOMATION</p>		<p>When AI Agents Take Over, What's Left For You? Speakers: Laura Cross, VP, Principal Analyst, Forrester Laura Ramos, VP, Principal Analyst, Forrester Naomi Marr, Principal Analyst, Forrester Mark Ogne, Principal Analyst, Forrester Emily Collins, VP, Research Director, Forrester</p>	
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Tuesday, Apr 28

2:00 pm – 4:15 pm

Immersive Experience (Registration Required)**2:00 PM - 3:00 PM | Group A or B****3:15 PM - 4:15 PM | Group A or B (Reserved for Executive Leadership Exchange attendees)**

3:00 pm – 3:30 pm

Sponsor Case Studies**Actively AI: Embracing Change: Agentic Experiences That Drive GTM Success**

Speakers: Matt Dornfeld, Director, GTM Performance & Productivity, Clickup

Canva: Designed To Win: How Docusign Transformed GTM Enablement With Canva

Speakers: Emma Robinson, Head of B2B Marketing, Canva Carla Weis, VP, Brand & Creative, DocuSign

Letter AI: How Global Teams Operationalize AI-Native Enablement

Speakers: Taryn Rosada, Head of Revenue Enablement, Plaid

Outreach: Accelerating GTM Success: How AI Empowers Revenue Teams

Speakers: Nadia Rashid, CRO, Outreach Kathy Doolaeghe, Head of Global Go-to-Market Operations, Qualtrics Bogdan Grigore, SVP Growth Marketing, Dayforce

pharosIQ: Sophos' Pipeline Acceleration Model: Driving Measurable Impact In One Quarter

Speakers: Leticia Teston, Marketing Program Manager, Sophos Andy Gram, Strategic Account Director, pharosIQ

Webflow: How Answer Engine Optimization (AEO) Is Reshaping B2B Marketing

Speakers: Guy Yalif, Chief Evangelist, Webflow

Tuesday, Apr 28

3:30 pm – 4:30 pm

Marketplace Break & Networking**3:35pm - 3:45pm - Jasper: Is Your Brand Showing Up in AI Answers? How to Measure and Fix It with Jasper**

Speakers: Kelvin Yu, Solutions Engineer, Jasper

3:50pm - 4:00pm - Hyperbound: Stop Letting Revenue Insights Die In Dashboards

Speakers: Sriharsha Guduguntla, Co-Founder & CEO , Hyperbound Atul Raghunathan, Co-Founder & CRO , Hyperbound

3:50pm - 4:00pm - The ABM Agency: Brand Integrity: Survive and Win the GTM Singularity

Speakers: Vincent DeCastro, Founder & President, The ABM Agency

4:05pm - 4:15pm - Glyphic: The Execution Problem Hiding Inside Your GTM Stack

Speakers: Adam Liska, CEO and Co-Founder, Glyphic

4:05pm - 4:15pm - Spekit: From Enablement To AI-Powered Rep Acceleration

Speakers: Melanie Fellay, CEO & Co-Founder, Spekit

4:20pm - 4:30pm - Chili Piper: How Fullbay 2x'd Pipeline With AI Chat

Speakers: Matt Stone, CMO, Fullbay

4:20pm - 4:30pm - Propensity: Contact-Level ABM: Identify and Activate Real Buyers

Speakers: Sumner Vanderhoof, CEO, Propensity

3:30 pm – 4:30 pm

Analyst-Led Roundtables**Review Site Strategy In The Age of AI-Search: Staying Findable and Authentic**

Speakers: Amy Bills, VP, Principal Analyst, Forrester

Make Brand + Demand Your Preference Multiplier

Speakers: Ian Bruce, VP, Principal Analyst, Forrester

REPEAT: Overcoming The Visibility Vacuum

Speakers: John Buten, Principal Analyst, Forrester

REPEAT: How Is AI Transforming B2B Marketing And Revenue Operations?

Speakers: Laura Cross, VP, Principal Analyst, Forrester

Tuesday, Apr 28

3:35 pm – 4:20 pm	<p>Deep Dive: 2026 ROI Award Winners</p> <p>Speakers: Lucia Ying, Head of Americas SMB Marketing and Global SMB Brand, Amazon Ads Amanda Shelley, AI Strategy & Transformation Lead for Global Sales and Marketing, Rockwell Automation Marc Monday, GVP AMS Partnerships & Channels, ServiceNow Divya Rajagopalan Ed.D., Vice President, Global Partner Strategy, ServiceNow Matthew Selheimer, VP, Research Director, Forrester</p>
4:30 pm – 5:00 pm	<p>Programs Of The Year Honors</p> <p>B2B Programs Of The Year (POY) Award Winner - Marketing Executive: IBM Speakers: Paul Ambraz, VP of Investment and AI Transformation, IBM Craig Moore, VP, Principal Analyst, Forrester</p> <p>B2B Programs Of The Year (POY) Award Winner - Demand & ABM: Workiva Speakers: Mikayla Wilson, Senior Marketing Operations Manager, Workiva Terry Flaherty, VP, Principal Analyst, Forrester</p> <p>B2B Programs Of The Year (POY) Award Winner - Portfolio Marketing & Product Management: Nasdaq Speakers: Athen Bozoglu, Head of GTM Marketing, Nasdaq Jeffrey Davenjay, Senior Manager, Marketing, Nasdaq Barbara Winters, VP, Principal Analyst, Forrester</p> <p>B2B Programs Of The Year (POY) Award Winner - Revenue Operations: AppFolio Speakers: Brian Koupal, Vice President, Marketing Operations, AppFolio Kevin Ellett, Vice President, Revenue Operations, AppFolio Shakeel Khan, Principal Analyst, Forrester</p> <p>B2B Programs Of The Year (POY) Award Winner – Revenue Enablement: ADP Speakers: Mike Wallington, Division Vice President - Global Sales Operations, ADP Peter Ostrow, VP, Principal Analyst, Forrester</p> <p>B2B Programs Of The Year (POY) Award Winner - Customer Engagement: Verizon Business Speakers: Kothai Sriramachandran, Senior Director of Business Intelligence, Verizon Business Natalie Sartain, Director of Business Intelligence for Experience Strategy, Verizon Business Shari Srebnick, Principal Analyst, Forrester</p> <p>B2B Programs Of The Year (POY) Award Winner - Content Operations & Strategy: Autodesk Speakers: Laura Mitchell, Senior Director of Content & Community, Autodesk Phyllis Davidson, VP, Principal Analyst, Forrester</p> <p>B2B Programs Of The Year (POY) Award Winner - Partner Ecosystem Marketing: Dell Technologies Speakers: Kath Meza, Senior Director, Global Partner Program & Transformation, Dell Technologies Kathy Contreras, VP, Principal Analyst, Forrester</p>
5:15 pm – 5:45 pm	<p>Keynote: An Accountability Reset Is Past Due</p> <p>Speakers: Ross Graber, VP, Principal Analyst, Forrester</p>
6:30 pm – 7:30 pm	<p>Future Leaders Happy Hour</p>
7:30 pm – 10:00 pm	<p>Reception and Concert (Off-site)</p>

Wednesday, Apr 29

8:00 am – 9:15 am	General Breakfast
8:00 am – 9:15 am	<p>Workshops</p> <p>REPEAT: Designing Messaging And Content For Visibility Speakers: Lisa Gately, Principal Analyst, Forrester John Buten, Principal Analyst, Forrester</p> <p>Build A Customer-Obsessed Growth Strategy On A Page Speakers: Mark Ogne, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester</p> <p>Buying Group Assembly Speakers: Brett Kahnke, Principal Analyst, Forrester Vicki Brown, VP, Principal Analyst, Forrester</p> <p>Elevate Customer Experiences With Partners Speakers: Kathy Contreras, VP, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester</p>
8:00 am – 9:15 am	<p>Forrester Women's Leadership Program Breakfast</p> <p>Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester Amy Hayes, VP, Research Director, Forrester</p>
8:00 am – 9:15 am	<p>B2B Summit Certification: Activating The Modern GTM</p> <p>Speakers: Elisabeth Medaris, Director of Experience & Operations, Forrester Certification, Forrester</p>
8:15 am – 9:15 am	<p>Immersive Experience (Registration Required)</p> <p>8:15 AM - 9:15 AM Group A or B</p>

Wednesday, Apr 29

8:15 am – 9:15 am	<p>Analyst-Led Roundtables</p> <p>Rewriting The Rules Of Marketing Accountability Speakers: Ross Graber, VP, Principal Analyst, Forrester</p> <p>REPEAT: Make Brand + Demand Your Preference Multiplier Speakers: Kelvin Gee, Principal Analyst, Forrester</p> <p>REPEAT: Designing Sales Plans For Modern Buyers Speakers: Rick Bradberry, Principal Analyst, Forrester</p> <p>REPEAT: Using AI in Campaign Design and Optimization Speakers: Craig Moore, VP, Principal Analyst, Forrester</p>
9:30 am – 9:35 am	<p>Welcome Back</p> <p>Speakers: Dave Frankland, VP, Research Director, Forrester</p>
9:35 am – 10:00 am	<p>Keynote: Human + AI GTM</p> <p>Speakers: Jessie Johnson, Principal Analyst, Forrester</p>
10:00 am – 10:20 am	<p>Adobe Keynote: The New ABM: Agent-Based Marketing and the Future of B2B Growth</p> <p>Speakers: Marissa Dacay, Global Vice President of Enterprise Marketing, Adobe Jenny Tobener, Global Vice President, Digital, ServiceNow</p>
10:30 am – 11:30 am	<p>Immersive Experience (Registration Required)</p> <p>10:30 AM - 11:30 AM Group A or B</p>
10:35 am – 11:20 am	<p>Forrester’s ASU “Go-To-Market Challenge”</p> <p>Speakers: Dave Frankland, VP, Research Director, Forrester John Dietrich, Associate Teaching Professor, Department of Marketing, Arizona State University Thomas Hollmann, Clinical Associate Professor, Department of Marketing, Arizona State University Amy Ostrom, Vice Dean, PetSmart Chair in Services Leadership, and President's Professor, Dean's Office, Arizona State University</p>

Wednesday, Apr 29

10:35 am – 11:20 am

Breakout Sessions	
GTM TRANSFORMATION	BUYER & CUSTOMER EXPERIENCE
<p>To Verticalize Or Not To Verticalize Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester</p>	<p>Authentic Content Builds Buyer And Customer Trust Speakers: Davang Shah, VP, Marketing, LinkedIn Rob Gubas, Senior Director Global Integrated Campaigns & Content Strategy, SAP Concur Karen Tran, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester</p>
ENGAGEMENT & ACTIVATION	PLANNING & MEASUREMENT
<p>Align Pre- And Postsales Teams To Power Early Value Realization Speakers: Shari Srebnick, Principal Analyst, Forrester</p>	<p>Forget Everything You Know About Measuring Marketing Contribution Speakers: Ross Graber, VP, Principal Analyst, Forrester</p>
DATA & INSIGHTS	LEADERSHIP & ORG
<p>Unlocking Buyer Insights In The Era Of AI-Powered Search Speakers: Brett Kahnke, Principal Analyst, Forrester</p>	<p>Organizational Design Will Drive Your Operational Excellence Speakers: Catherine Daubert, Head of Global Marketing, Smart Buildings & Smart Power, ABB Kristen Kessler, Vice President, Head of Revenue Operations, Capital One Software Lori Zapustas, Vice President, Global Sales Operations and Enablement, Trimble Laura Cross, VP, Principal Analyst, Forrester</p>
AI, AGENTS & AUTOMATION	
<p>How Sales, Product, and Postsale Harness AI to Boost Customer Value Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Tony Plec, Principal Analyst, Forrester Laura Ramos, VP, Principal Analyst, Forrester Emily Collins, VP, Research Director, Forrester</p>	

Wednesday, Apr 29

11:35 am – 12:05 pm

Sponsor Case Studies

Adobe: The Engagement Reset: How Intuit Turns Moments Into Lifetime Value

Speakers: Ashley Penn, Senior Director, Digital Marketing, Adobe Deepak Gupta, Head of Product Management, MarTech & Customer Data, Intuit

Ignitium: 10 Things Great ABM Programs Do

Speakers: Eric Agnew, Chief Revenue Officer, Ignitium

Outreach: How To Operationalize Agentic AI For Your GTM Team

Speakers: Holly Simmons, CMO, Outreach Toni Eddleman, Sr. Director, Marketing Operations, Outreach Andrea Tucker, VP, Product Marketing, Outreach

pharosIQ: The Future Of GTM: Why Buyer Intelligence Is Replacing Intent

Speakers: Arpita Ray, Director, Campaign Marketing, Ricoh North America Ryan de la Parra, VP, Field & Partner Marketing, Myriad360 Tina Bean, SVP, Data Products & Partnerships, pharosIQ

Profound: The Rules Have Changed: What 10 Billion Citations Reveal About Winning AI Search in 2026

Speakers: Trevor Pyle, Head of Marketing, Profound

Vivun: How Dayforce Sellers Collaborate With An AI Teammate

Speakers: Jarod Greene, CMO, Vivun Jennifer Jones, GVP, Dayforce

12:05 pm – 12:50 pm

Marketplace Lunch & Networking

12:10 pm – 12:45 pm

Buying Groups and Revenue Process Transformation

Speakers: Terry Flaherty, VP, Principal Analyst, Forrester

Wednesday, Apr 29

12:50 pm – 1:20 pm	<p>Breakout Sessions</p> <table border="1"> <tr> <td data-bbox="315 245 1256 304"> <p>GTM TRANSFORMATION</p> <p>From Products To Platforms: Stories From The Trenches Speakers: Jayson Gehri, Vice President of Marketing, Delinea Lisa Skinner, Senior Director of Product Marketing, GE Vernova Tony Wagner, Chief Commercial Officer , Onyx CenterSource Beth Caplow, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 245 2199 304"> <p>BUYER & CUSTOMER EXPERIENCE</p> <p>Growth Through Try-Before-You-Buy Experiences Speakers: Lisa Singer, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 440 1256 499"> <p>ENGAGEMENT & ACTIVATION</p> <p>How AI Transforms ABM For Sales And Marketing Speakers: Nora Conklin, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 440 2199 499"> <p>PLANNING & MEASUREMENT</p> <p>Turning Deal Intelligence Into Advantage Speakers: Vicki Brown, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 576 1256 635"> <p>DATA & INSIGHTS</p> <p>Crank Up Your Leadership Transition Prowess Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p> </td> <td data-bbox="1256 576 2199 635"> <p>LEADERSHIP & ORG</p> <p>How To Avoid Random Acts Of AI Speakers: Katie Linford, Principal Analyst, Forrester</p> </td> </tr> </table>	<p>GTM TRANSFORMATION</p> <p>From Products To Platforms: Stories From The Trenches Speakers: Jayson Gehri, Vice President of Marketing, Delinea Lisa Skinner, Senior Director of Product Marketing, GE Vernova Tony Wagner, Chief Commercial Officer , Onyx CenterSource Beth Caplow, VP, Principal Analyst, Forrester</p>	<p>BUYER & CUSTOMER EXPERIENCE</p> <p>Growth Through Try-Before-You-Buy Experiences Speakers: Lisa Singer, VP, Principal Analyst, Forrester</p>	<p>ENGAGEMENT & ACTIVATION</p> <p>How AI Transforms ABM For Sales And Marketing Speakers: Nora Conklin, Principal Analyst, Forrester</p>	<p>PLANNING & MEASUREMENT</p> <p>Turning Deal Intelligence Into Advantage Speakers: Vicki Brown, VP, Principal Analyst, Forrester</p>	<p>DATA & INSIGHTS</p> <p>Crank Up Your Leadership Transition Prowess Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>	<p>LEADERSHIP & ORG</p> <p>How To Avoid Random Acts Of AI Speakers: Katie Linford, Principal Analyst, Forrester</p>
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1:30 pm – 2:20 pm	<p>Guest Keynote: The Human Factor: Activating Augmentation, Resilience, and Collaboration Through Improv</p>						
2:20 pm – 2:30 pm	<p>Closing Remarks</p> <p>Speakers: Dave Frankland, VP, Research Director, Forrester</p>						