



FORRESTER®

B2B Summit North America 2024

Austin & Digital

May 5, 2024 – May 8, 2024

Agenda downloaded: 2025/07/07 04:47:41

Bold Starts, May 5

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

Monday, May 6

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

Monday, May 6

11:00 am – 12:00 pm
CDT

Marketplace Break & Networking

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

Speakers: Lindsey Tighgart, CMO, Mediafly

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

Speakers: Mike Ni, CMO, Openprise

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

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

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

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

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

Speakers: Carol Howley, CMO, Exclaimer

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

Speakers: Andrea Vici, Senior Product Marketing Director, Knak

Monday, May 6

12:00 pm – 12:30 pm
CDT**Breakout Sessions****DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH****Accelerate Growth With A Customer-Obsessed Strategy**

Speakers: Matthew Selheimer, VP, Research Director, Forrester

DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE**#NowHiring: Frontline Marketing Leaders For Lifecycle Revenue Results**

Speakers: John Arnold, Principal Analyst, Forrester

EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES**Choose Your Go-To-Market Strategy Wisely — It Impacts Everything**

Speakers: Katie Fabiszak, VP, Principal Analyst, Forrester

DRIVE SCALE WITH DATA AND TECHNOLOGY**Segment Your Market By Buyer Needs To Find Your Ideal Customer**

Speakers: , , Forrester

ACTIVATE BUYER AND CUSTOMER INSIGHTS**Diagnose And Manage Customer Health To Boost Retention, Expansion, And Advocacy**

Speakers: Shari Srebnick, Principal Analyst, Forrester

REINVENT LEADERSHIP, SKILLS AND TEAMS**Building A Connected Messaging Team That Drives Aligned Organizational Value**

Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester Ian Bruce, VP, Principal Analyst, Forrester

ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES**Drive Business Success By Improving Your Customers' Experiences**

Speakers: Judy Weader, Principal Analyst, Forrester

DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE**Your MQL-Centric Culture Costs Millions: Embracing The Business Value Of Buying Groups**

Speakers: Terry Flaherty, VP, Principal Analyst, Forrester

DRIVE SCALE WITH DATA AND TECHNOLOGY**Reignite Your Sales And Marketing Data Strategy**

Speakers: Brett Kahnke, Principal Analyst, Forrester

ACTIVATE BUYER AND CUSTOMER INSIGHTS**Using Product Analytics To Guide Customer-Focused Product Decisions**

Speakers: Tony Plec, Principal Analyst, Forrester

REINVENT LEADERSHIP, SKILLS AND TEAMS**Align Your Ecosystem Vision To Grow In Today's Dynamic Market**

Speakers: Maria Chien, VP, Principal Analyst, Forrester

Monday, May 6

12:40 pm – 1:10 pm
CDT

Case Study Sessions (In-Person Only)

Bigtincan: How Uber Eats Puts The Coach In Coaching

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

Bombora: Siemens Utilizes Opportunity-Based Marketing Surpassing ABM Limitations

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

Cvent: 6sense Transforms Meetings With Jifflenow By Cvent

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

Digitalzone: The 2024 State Of Demand Gen

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

Impartner: How Palo Alto Networks Scales Marketing With Partners

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

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

Speakers: Chadia Sparrer, Senior Manager, Demand Generation at Proofpoint , ,

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

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

Outreach: Navigating the Evolving Landscape of the Account Executive

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

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

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

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

Speakers: Malachi Threadgill – old profile, VP of Growth and Product Marketing, Broadvoice John Steinert, CMO, Informa TechTarget

Monday, May 61:10 pm – 2:25 pm
CDT**Lunch & Marketplace Break****1:10-1:40 pm - Assessing GenAI Use Cases: What Should You Do? (In-Person Only At The Marketplace)**

Speakers: Kathleen Pierce, Principal Analyst, Forrester

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

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

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

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

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

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

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

Speakers: Brigitte Majewski, VP, Research Director, Forrester

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

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

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

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

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

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

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

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

Monday, May 6

2:25 pm – 2:55 pm
CDT**Breakout Sessions****DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH****Get Ready For The GenAI Revolution: Assessing Readiness And Prioritizing Adoption**

Speakers: Ian Bruce, VP, Principal Analyst, Forrester

DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH**Orchestrate Customer-Obsessed Growth With The Partner Ecosystem**

Speakers: Kathy Contreras, VP, Principal Analyst, Forrester Stephanie Sissler, VP, Principal Analyst, Forrester

ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES**Program of the Year: Customer Engagement**

Speakers: Mark Boothe, CMO, Domo Amy Bills, VP, Principal Analyst, Forrester

EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES**The Digital Disruption Of B2B Sales: New Motions For A New Reality**

Speakers: Steve Silver, VP, Research Director, Forrester Rick Bradberry, Principal Analyst, Forrester

DRIVE SCALE WITH DATA AND TECHNOLOGY**Fueling Data Literacy: Igniting Curiosity And Shifting Mindsets**

Speakers: Brittany Viola, Analyst, Forrester Kim Herrington, Senior Analyst, Forrester

ACTIVATE BUYER AND CUSTOMER INSIGHTS**From Ideal To Real: Implementing Your ICP For Audience Segmentation And Success (In-Person Only)**

Speakers: Kelvin Gee, Principal Analyst, Forrester Nick Buck, VP, Principal Analyst, Forrester , , Forrester Tony Plec, Principal Analyst, Forrester Eric Zines, Principal Analyst, Forrester

REINVENT LEADERSHIP, SKILLS AND TEAMS**Designing Your Operating Model For Customer-Obsessed Growth**

Speakers: Laura Cross, VP, Principal Analyst, Forrester

DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH**Program Of The Year: Marketing Executive**

Speakers: Dan MacAvoy, Vice President of Digital Marketing, HCLTech Karen Tran, Principal Analyst, Forrester

ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES**Silos To Synergy: Align Marketing, Sales, And Product For Experience-Fueled Growth**

Speakers: Rani Salehi, Principal Analyst, Forrester

DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE**Everyone Is Talking About Leaving MQLs, But Is Anyone Actually Doing It?**

Speakers: Jeannette Leong, VP, Marketing, Zendesk Jeremy Schwartz, Sr. Manager, Global Lead Management and Strategy, Palo Alto Networks Dannielle Beaupré, Senior Director, Lifecycle Revenue Marketing & Strategic Programs, Siemens Digital Industries Software Terry Flaherty, VP, Principal Analyst, Forrester

EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES**Assess Your Go-To-Market Strategy Maturity: An Interactive Lab**

Speakers: Katie Fabiszak, VP, Principal Analyst, Forrester

DRIVE SCALE WITH DATA AND TECHNOLOGY**Winning With AI: Transforming Go-To-Market Capabilities**

Speakers: Katie Linford, Principal Analyst, Forrester

REINVENT LEADERSHIP, SKILLS AND TEAMS**Optimizing Sales Culture: How High-Performing Teams Get It Right**

Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Katy Tynan, VP, Principal Analyst, Forrester

Monday, May 6

3:05 pm – 3:35 pm
CDT

Case Study Sessions (In-Person Only)

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

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

Clozd: Win-Loss Secrets From commercetools' CMO

Speakers: Spencer Dent, Co-founder & Co-CEO, Clozd Jen Jones, CMO, commercetools

LeanData: Escaping The Funnel: Nvidia And Buying Groups

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

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

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

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

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

Optimizely: Marketing In The Age Of AI

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

Outreach: Turning the Art of Forecasting into a Science

Speakers: Sheri Hedlund, VP, Enterprise Sales, Outreach

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

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

Salesforce: Your AI Playbook For Sales Productivity And Growth

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

ZoomInfo: How AI Can Turn Intent Into Sales, Faster

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

Monday, May 63:35 pm – 4:30 pm
CDT**Marketplace Break & Networking****3:40-3:50 pm - Enlyft: Radically Transform Your ICP Fit For GTM Success**

Speakers: Lokesh Dave, Enlyft, CEO Michael Schultz, CMO and ICP Evangelist, Enlyft

3:40-3:50 pm - INFUSE: The Long Game: Resetting Expectations For Buyers And Sellers In A Skeptical Market

Speakers: Victoria Albert, VP of Marketing, INFUSE

3:55-4:05 pm - Modern: Doing More With Less: How Three Marketing Leads Shook Things Up

Speakers: Nicola Ray, CEO, Modern

3:55-4:05 pm - Salesloft: Unlock Efficiency And Revenue Outcomes With Salesloft Rhythm

Speakers: Linda Su, Solutions Product Marketing Lead, Salesloft

4:10-4:20 pm - Writer: Real-World AI Use Cases To Accelerate Content And Drive ROI

Speakers: Anne Veit, GVP, Head of Product Strategy, Razorfish Andrew Racine, VP of Marketing, Writer

4:10-4:20 pm - Vivun: Five Transformative Insights That Elevate Product And GTM Strategies

Speakers: Jarod Greene, CMO, Vivun

3:35 pm – 4:20 pm
CDT**Analyst-Led Roundtables (In-Person Only)****Engage Effectively With The New Generation Of Buyers**

Speakers: Amy Hayes, VP, Research Director, Forrester

Why And How You Should Invest In Customer Obsession

Speakers: Amy Bills, VP, Principal Analyst, Forrester

How To Move From MQLs To Buying Groups

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

Sales Culture: The Good, Bad, And Ugly

Speakers: Katy Tynan, VP, Principal Analyst, Forrester Peter Ostrow, VP, Principal Analyst, Forrester

Assessing Your Readiness For The GenAI Revolution

Speakers: Ian Bruce, VP, Principal Analyst, Forrester

Monday, May 6

4:30 pm – 5:00 pm CDT	Guest Keynote: Geraldine Tunnell, CMO, Dell Technologies Speakers: Geraldine Tunnell, Chief Marketing Officer, Dell Technologies Bob Safian, Advisor and Podcast Host, The Flux Group
5:00 pm – 5:30 pm CDT	Return On Integration Honors Speakers: Nitin Ahuja, Senior Director of Technology Strategy , Verizon Business Mike Cingari, SVP - Customer Experience, Marketing Operations & Strategy, Verizon Business
5:30 pm – 6:45 pm CDT	Reception
7:00 pm – 8:30 pm CDT	Executive Leadership Exchange (Invite-Only): ELE Dinner Speakers: Nick Buck, VP, Principal Analyst, Forrester

Tuesday, May 7

8:00 am – 9:15 am CDT	Forrester Certification Workshop: Hone Your CX Measurement Practice Speakers: Judy Weader, Principal Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester
8:30 am – 9:15 am CDT	pharosIQ Breakfast Boardroom: Rap Your Way to Intent Signal Enlightenment with pharosIQ Speakers: Margaret Anna Eliot, CMO, pharosIQ Michael McGoldrick, Vice President of Marketing, pharosIQ Chris Turner, ,
8:30 am – 9:15 am CDT	Webflow Breakfast Boardroom: Breaking Marketing's Code Dependence Speakers: Shane Murphy-Reuter, CMO, Webflow
9:30 am – 10:00 am CDT	Keynote: Beyond The Breaking Point: It's Time For A Revenue Transformation Speakers: Amy Hawthorne, VP, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester
10:00 am – 10:30 am CDT	Return On Integration Honors Speakers: Gina Dickson, Chief Product and Marketing Officer , DDI Steve Runkel, Senior Vice President, Global Sales Strategy , DDI

Tuesday, May 710:35 am – 11:05 am
CDT**Marketplace Break & Networking****10:40-10:50am - Act-On: Break Down Complexities and Reimagine Marketing Automation**

Speakers: Jeff Day, SVP, Marketing, Act-On Software

10:40-10:50am - Data Axle: Marketing to the Whole Person

Speakers: Linnette Jones, VP, Strategic Accounts, Data Axle

10:55-11:05am - CaptivateIQ: How to Better Leverage Incentive Compensation as a Strategic Lever for Growth

Speakers: Quintin Smith, Head of Product Marketing, CaptivateIQ

10:55-11:05am - Mindtickle: Curating Digital Experiences that Drive Deals Forward

Speakers: Colleen Cimone, Enterprise Solution Consultant, Mindtickle Christian Pieper, Senior Product Marketing Manager, Mindtickle

10:35 am – 11:05 am
CDT**Analyst-Led Roundtables (In-Person Only)****Category Creation, Reinvention, And Leadership**

Speakers: John Buten, Principal Analyst, Forrester

Transform Your Revenue Process To Focus On Value

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

Beyond Surveys: The Next Evolution Of VOC

Speakers: Dave Frankland, VP, Research Director, Forrester

Leverage PLG For Growth And Expansion

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

Campaigns And Content: Meet The Experts

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

Tuesday, May 7

11:15 am – 11:45 am
CDT**Breakout Sessions****DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH****Focus On Customer Value To Deliver B2B Revenue Growth**

Speakers: Steve Silver, VP, Research Director, Forrester

ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES**The Experience Advantage: Boost Marketing, Sales, and Product**

Speakers: Su Doyle, Principal Analyst, Forrester

DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE**Program Of The Year: Demand & ABM**

Speakers: Sai Koppala, Chief Marketing & Strategy Officer, SheerID Lyn Pangares, VP - Growth Marketing, SheerID Terry Flaherty, VP, Principal Analyst, Forrester

EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES**Collaborative Go-To-Market Playbooks: From Insights To Action**

Speakers: Katie Fabiszak, VP, Principal Analyst, Forrester Barbara Winters, VP, Principal Analyst, Forrester

DRIVE SCALE WITH DATA AND TECHNOLOGY**Master Your Tech Stack With The Revenue Technology Management Framework**

Speakers: Katie Linford, Principal Analyst, Forrester

ACTIVATE BUYER AND CUSTOMER INSIGHTS**What's Undermining Insight-Driven B2B Marketing? Debunking Myths And Misconceptions**

Speakers: Ross Graber, VP, Principal Analyst, Forrester

ACTIVATE BUYER AND CUSTOMER INSIGHTS**Skip The Small Talk: Generative AI And Conversation Automation Fuel Insights-Driven Interactions**

Speakers: Jessie Johnson, Principal Analyst, Forrester

ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES**Use Generative AI To Enhance Content And The Customer Experience**

Speakers: Lisa Gately, Principal Analyst, Forrester

DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE**How Sales And Marketing Can Leverage Buying Groups To Supercharge Deals**

Speakers: Nora Conklin, Principal Analyst, Forrester Seth Marrs, VP, Principal Analyst, Forrester

EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES**B2B E-Commerce: Who Leads And How To Get Started**

Speakers: Stephanie Sissler, VP, Principal Analyst, Forrester Matthew Selheimer, VP, Research Director, Forrester

EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES**Program Of The Year: Partner Ecosystem Marketing**

Speakers: Lisa Stifelman-Perry, Director of Global Partner Experience Operations , Splunk Maria Chien, VP, Principal Analyst, Forrester

DRIVE SCALE WITH DATA AND TECHNOLOGY**Marketing Competencies Of The Future: Why Being Human Or Technical Aren't Options**

Speakers: Naomi Marr, Principal Analyst, Forrester Katy Tynan, VP, Principal Analyst, Forrester

ACTIVATE BUYER AND CUSTOMER INSIGHTS**How Trust Drives Buyer Purchase Intent, Customer Retention, And Advocacy**

Speakers: Ian Bruce, VP, Principal Analyst, Forrester

REINVENT LEADERSHIP, SKILLS AND TEAMS**Data Storytelling: Inspire Change And Drive B2B Transformation**

Speakers: Kim Herrington, Senior Analyst, Forrester

Tuesday, May 7

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

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

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

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

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

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

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

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

Intentsify: Verizon Amplifies Intent Investment with Full Funnel Activation

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

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

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

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

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

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

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

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

Speakers: Sanjeev Balakrishnan, SVP, Customer Success, Salesforce

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

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

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

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

Tuesday, May 7

12:35 pm – 1:35 pm
CDT**Lunch & Marketplace Break****12:40-12:50pm - Uptempo: The big disconnect: How to fix marketing planning**

Speakers: Jim Williams, CMO, Uptempo

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

Speakers: Arushi Jain, Marketing Director , Typeface

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

Speakers: Matt Hummel, VP of Marketing, Pipeline360

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

Speakers: Brigitte Majewski, VP, Research Director, Forrester

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

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

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

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

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

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

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

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

12:35 pm – 1:35 pm
CDT**AR Exchange Lunch**12:35 pm – 1:35 pm
CDT**Lunch & Learn Session (In-Person Only)****Salesforce Lunch & Learn: Drive Efficiencies Across Marketing, Sales, and Service Teams**

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

Tuesday, May 7

1:45 pm – 2:15 pm
CDT**Breakout Sessions****DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH****ABM Won — So What's Next For B2B Marketing And Sales?**

Speakers: Nora Conklin, Principal Analyst, Forrester

DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH**How To Reinvent Your Category And Drive Growth**

Speakers: John Buten, Principal Analyst, Forrester

ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES**Your Buyer's Experience Relies On Competitive Messaging**

Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester

ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES**It Pays To Digitalize Your Approach To Customer Success**

Speakers: Laura Ramos, VP, Principal Analyst, Forrester

DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE**Create A Digital Plan That Empowers Your Customers**

Speakers: Renee Irion, Principal Analyst, Forrester

DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE**Don't Allow Poor Measurement To Block Revenue Process Transformation**

Speakers: Ross Graber, VP, Principal Analyst, Forrester

EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES**Real Talk With Ecosystem Partners: A Panel Discussion On Go-To-Market Evolution**

Speakers: Leslie Chiorazzi, Managing Partner, CMIT Solutions Hannibal Scipio, II, Principal Analyst, Forrester

DRIVE SCALE WITH DATA AND TECHNOLOGY**Is Data Quality Getting In The Way Of GenAI Trust?**

Speakers: Brett Kahnke, Principal Analyst, Forrester Michele Goetz, VP, Principal Analyst, Forrester

ACTIVATE BUYER AND CUSTOMER INSIGHTS**Not A Quiet Place: How Product Teams Can Benefit from Online Communities**

Speakers: Amy Bills, VP, Principal Analyst, Forrester

REINVENT LEADERSHIP, SKILLS AND TEAMS**Equip Your Organization To Deliver Differentiated Experiences**

Speakers: Su Doyle, Principal Analyst, Forrester

REINVENT LEADERSHIP, SKILLS AND TEAMS**Program Of The Year Product Management**

Speakers: Tabitha Robinson-Zogby, Senior Director of Product Management , New York Power Authority Lisa Singer, VP, Principal Analyst, Forrester

Tuesday, May 7

2:25 pm – 2:55 pm
CDT**Case Study Sessions (In-Person Only)****Bombora: Maximizing Box's GTM Impact with Bombora Data**

Speakers: Tess Mercer, Head of Marketing Operations, Box

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

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

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

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

Gong: How Deselect uses Gong for Revenue Transformation

Speakers: Jason Garrett, VP of Sales, Deselect

Planful: Escape Excel Hell: Mastering Spend Management with Planful

Speakers: Rowan Tonkin, CMO, Planful

Rollworks: How Broadvoice Skyrocketed Win Rates with ABM

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

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

Speakers: John Lenzen, Chief Marketing Officer, Sparq

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

Speakers: Melinda Chan, SVP, Marketing, Thomson Reuters

Uberflip: Uncovering Growth with Adaptive Engagement Insights

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

Uptempo: The Barbenheimer of Marketing Ops: Planning Meets Budgeting

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

Tuesday, May 7

3:00 pm – 4:00 pm
CDT

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

Speakers: Dave Evatt, Senior Solutions Engineer, Calendly

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

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

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

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

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

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

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

Speakers: Kathleen Pierce, Principal Analyst, Forrester

3:00 pm – 3:30 pm
CDT

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

Speakers: Nick Buck, VP, Principal Analyst, Forrester

Tuesday, May 7

3:20 pm – 3:50 pm
CDT

Analyst-Led Roundtables (In-Person Only)**How GenAI Is Changing Data Quality Requirements**

Speakers: Brett Kahnke, Principal Analyst, Forrester

Make Customer Value The Heart Of B2B Measurement

Speakers: Ross Graber, VP, Principal Analyst, Forrester

Why Process Matters In This Age Of Disruption

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

Planning For The Future Of ABM

Speakers: Nora Conklin, Principal Analyst, Forrester

Real Talk With Partner Ecosystem Partners

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

Use GenAI To Enhance Content And Customer Experience

Speakers: Lisa Gately, Principal Analyst, Forrester

Measure The Business Impact Of Ditching MQLs

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

3:30 pm – 4:00 pm
CDT

Assessing GenAI Use Cases: What Should You Do? (In-Person Only At The Marketplace)

Speakers: Kathleen Pierce, Principal Analyst, Forrester

7:00 pm – 10:00 pm
CDT

Reception & Guest Performance**Wednesday, May 8**

8:00 am – 9:00 am
CDT

Forrester Women's Leadership Breakfast (In-Person Only)

Wednesday, May 8

9:00 am – 9:30 am
CDT**Breakout Sessions****DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH****Insights-Driven Territory Planning: Maximizing Precision For Growth**

Speakers: Robert Muñoz, VP, Principal Analyst, Forrester

ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES**The Future Of The B2B Website**

Speakers: Renee Irion, Principal Analyst, Forrester

DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE**Identify, Capture, And Activate Buying Groups With Signals**

Speakers: Amy Hawthorne, VP, Principal Analyst, Forrester

EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES**Digital Workflows: Shorter Buying Cycles Lead To Shorter Sales Cycles**

Speakers: Rick Bradberry, Principal Analyst, Forrester

DRIVE SCALE WITH DATA AND TECHNOLOGY**Navigating the Future with Adaptive Programs, AI, and Autonomous Self-Driving Programs**

Speakers: Kelvin Gee, Principal Analyst, Forrester

ACTIVATE BUYER AND CUSTOMER INSIGHTS**Have Your Bot Call My Bot: Buying In The Age Of Generative AI**Speakers: John Buten, Principal Analyst, Forrester
Jessie Johnson, Principal Analyst, Forrester**REINVENT LEADERSHIP, SKILLS AND TEAMS****Intentional Talent Management: The Foundation for Organizational Agility**

Speakers: Eric Zines, Principal Analyst, Forrester

ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES**Embrace The Future: Harnessing Localization Tech For Global Marketing Leaders**

Speakers: Kathleen Pierce, Principal Analyst, Forrester

DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE**Customer Success's Pivotal Role In Revenue Process Transformation**

Speakers: Laura Ramos, VP, Principal Analyst, Forrester

EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES**Maximizing Customer And Business Value Through Co-Innovation**Speakers: Tony Plec, Principal Analyst, Forrester
Kathy Contreras, VP, Principal Analyst, Forrester**EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES****Program Of The Year: Portfolio Marketing**Speakers: Chris Yeadon, Head of Global Product Marketing – Automotive, TE Connectivity
Barry Vasudevan, VP, Principal Analyst, Forrester**DRIVE SCALE WITH DATA AND TECHNOLOGY****Unifying The Sales And Marketing Multiverse Of Insights To Predict Buyer Engagement**

Speakers: Seth Marrs, VP, Principal Analyst, Forrester

REINVENT LEADERSHIP, SKILLS AND TEAMS**The New Operations Remit: How To Be An Extraordinary B2B Operations Leader**

Speakers: Laura Cross, VP, Principal Analyst, Forrester

Wednesday, May 8

9:40 am – 10:10 am
CDT

Case Study Sessions (In-Person Only)

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

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

Airtable: Amazon Studios unifies data and streamlines operations using Airtable

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

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

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

Leadspace: Monster Wins with Live, Dynamic Buyer Data

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

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

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

NetLine: How ON24 Drives Engagement with Buyer-Level Insights

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

Optimizely: Adopting Experimentation to Evolve Your Customer Journey

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

pharosIQ: How AI is Changing the Marketing Game

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

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

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

Wednesday, May 810:10 am – 10:40 am
CDT**Marketplace Break & Networking****10:15-10:25am - Oktopost: Engage to Win: Capitalizing on Social Intent Signals in B2B Marketing**

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

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

Speakers: Paul Anderson, VP of Solutions Engineering, Showpad

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

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

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

Speakers: Jessica Hreha, Director, AI Transformation, Jasper

10:10 am – 10:40 am
CDT**Executive Leadership Exchange (Invite-Only): Facilitated Peer Discussion Focused on Priority Initiatives (Team Based)**

Speakers: Nick Buck, VP, Principal Analyst, Forrester

10:50 am – 11:20 am
CDT**Return On Integration Honors**

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

Wednesday, May 8

11:30 am – 12:00 pm
CDT**Breakout Sessions****DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH****The Resurgent Role of Brand Reputation Programs**

Speakers: Karen Tran, Principal Analyst, Forrester

DIFFERENTIATE YOUR STRATEGY TO DRIVE GROWTH**Strategic Content Planning For Integrated Campaigns**

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

ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES**Beyond Buzzwords: How To Measure And Deliver Customer Outcomes**

Speakers: Shari Srebnick, Principal Analyst, Forrester

ORCHESTRATE COMPREHENSIVE BUYER AND CUSTOMER EXPERIENCES**Process Matters: Three Levers To Optimize That Will Deliver An Exceptional Customer Experience**

Speakers: Vicki Brown, VP, Principal Analyst, Forrester

DRIVE REVENUE TRANSFORMATION ACROSS THE CUSTOMER LIFECYCLE**Congratulations! Your New Buying Group-Centric Revenue Process Is Live — Now What?**

Speakers: Maria Robinson, Head of Marketing, Reltio Brandon Kleinman, VP Enterprise Sales, RELTIO Terry Flaherty, VP, Principal Analyst, Forrester

EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES**The Winds Have Changed: Go-To-Market Functions Must Course Correct**

Speakers: Laura Cross, VP, Principal Analyst, Forrester Ross Graber, VP, Principal Analyst, Forrester Steve Silver, VP, Research Director, Forrester Dave Frankland, VP, Research Director, Forrester

EVOLVE TRADITIONAL GO-TO-MARKET APPROACHES**Leverage Product-led Growth Strategies To Accelerate Growth And Expansion**

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

DRIVE SCALE WITH DATA AND TECHNOLOGY**Supercharge Indirect Business Growth: Partner Ecosystem Technologies**

Speakers: Hannibal Scipio, II, Principal Analyst, Forrester

DRIVE SCALE WITH DATA AND TECHNOLOGY**Driving B2B Digital Transformation Through Experience, Data & Technology**

Speakers: Chris Cox, Chief Technology and Digital Officer, KWRI

ACTIVATE BUYER AND CUSTOMER INSIGHTS**From Passive Profiles to Dynamic Drivers: Reviving B2B Personas To Empower Revenue Teams**

Speakers: Brittany Viola, Analyst, Forrester

ACTIVATE BUYER AND CUSTOMER INSIGHTS**Program Of The Year: Sales**

Speakers: Phillip Feger, Vice President – Sales Performance, Penske Truck Leasing Eric Zines, Principal Analyst, Forrester

REINVENT LEADERSHIP, SKILLS AND TEAMS**The Enablement Advantage: The Secret Weapon For Unleashing Team Performance in Campaigns**

Speakers: Rani Salehi, Principal Analyst, Forrester

Wednesday, May 8

12:10 pm – 12:40 pm
CDT

Case Study Sessions (In-Person Only)

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

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

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

Speakers: Tim Riesterer, Chief Strategy Officer, Corporate Visions

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

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

Outreach: Coaching and Improving Performance with Outreach

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

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

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

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

Speakers: Helena Lewis, Helena Lewis Director of Martech, Data, and Audience, NI Ruth Bolster, Product Marketing Senior Lead, Salesforce Dana Peterson, Lead Solutions Engineer, Salesforce

12:40 pm – 1:40 pm
CDT

Lunch & Marketplace Break

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

Speakers: Jennifer Cannizzaro, VP Product Marketing, Responsive

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

Speakers: Brigitte Majewski, VP, Research Director, Forrester

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

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

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

Speakers: Kathleen Pierce, Principal Analyst, Forrester

12:40 pm – 1:40 pm
CDT

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

Speakers: Nick Buck, VP, Principal Analyst, Forrester

Wednesday, May 8

1:45 pm – 2:15 pm CDT	<p>Keynote Panel: Create Your Generative AI Advantage In Marketing, Product & Sales</p> <p>Speakers: Dave Frankland, VP, Research Director, Forrester Lisa Gately, Principal Analyst, Forrester Tony Plec, Principal Analyst, Forrester Seth Marrs, VP, Principal Analyst, Forrester</p>
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