



FORRESTER®

B2B Summit North America 2025

Phoenix & Digital

March 31, 2025 – April 3, 2025

Agenda downloaded: May 18, 2026 06:48:37 AM ET

Bold Starts, Mar 31

12:00 pm – 5:30 pm	Registration Opens
1:30 pm – 2:45 pm	<p>Workshops (Pre-Registration Required)</p> <p>B2B Revenue Waterfall Speakers: Terry Flaherty, VP, Principal Analyst, Forrester</p> <p>Get It In Writing: Build A Customer Marketing Charter For Focus and Clarity Speakers: Amy Bills, VP, Principal Analyst, Forrester</p> <p>Optimize Your Campaigns: Program Planning For Reputation, Demand, and Customer Engagement Speakers: Rani Salehi, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester Research</p>
1:30 pm – 3:30 pm	<p>Forrester Women's Leadership Program (Pre-Registration Required)</p> <p>Speakers: Maria Chien, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Tricia Atchison, Vice President of Global Partner & Americas Marketing, Equinix Shimona Chadha, Vice President & Head Americas Vertical Marketing, HCLTech Avery Clinton, Product Marketing Analyst, Equinix Leslie Vitrano, VP, Global IT Channel Ecosystem, Schneider Electric</p> <p>1:30 PM Welcome Remarks</p> <p>1:45 PM Guest Keynote Speakers: Tricia Atchison, Vice President of Global Partner & Americas Marketing, Equinix</p> <p>2:05 PM Interactive Panel Discussion: Leading Through Change Speakers: Maria Chien, VP, Principal Analyst, Forrester Tricia Atchison, Vice President of Global Partner & Americas Marketing, Equinix Shimona Chadha, Vice President & Head Americas Vertical Marketing, HCLTech Avery Clinton, Product Marketing Analyst, Equinix Leslie Vitrano, VP, Global IT Channel Ecosystem, Schneider Electric</p> <p>2:35 PM Break</p> <p>2:45 PM Roundtable Discussion: Shifting To A Growth Mindset Speakers: Maria Chien, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester</p> <p>3:30 PM Wrap-up Speakers: Maria Chien, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester</p>
2:45 pm – 3:30 pm	Networking Coffee Break

Bold Starts, Mar 31

3:30 pm – 4:45 pm

Workshops (Pre-Registration Required)**Assess & Address Your Digital Marketing Maturity**

Speakers: Renee Irion, Principal Analyst, Forrester Rani Salehi, Principal Analyst, Forrester

Make Smart GTM Decisions Using Ideal Data and Information Sources

Speakers: Katie Fabiszak, VP, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester

Does Your Post-Sale Strategy Set Up Customers For Success?

Speakers: Laura Ramos, VP, Principal Analyst, Forrester Shari Srebnick, Principal Analyst, Forrester

Writing Valuable Competitive Battlecards That Win Deals And Thrill Sellers

Speakers: John Buten, Principal Analyst, Forrester Eric Zines, Principal Analyst, Forrester

Highlighting Value: Building a Business Case For Process Optimization

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

3:30 pm – 5:00 pm

Executive Leadership Exchange Program (Invite-Only)**3:30 PM | Welcome and Opening Remarks**

Speakers: Nick Buck, VP, Executive Partner, Forrester James L. McQuivey, PhD, VP, Research Director, Forrester

3:50 PM | Managing Change Successfully: Experiences From The Road

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

4:20 PM | Break**4:30 PM | Facilitated Discussion: Leadership And Change**

Speakers: Nick Buck, VP, Executive Partner, Forrester Sheryl Pattek, VP, Executive Partner, Forrester Dawn Ferrara, VP, Principal Consultant, Forrester

5:00 PM | Networking Discussion: Get The Most Out Of B2B Summit**5:30 PM | Wrap-Up**

4:30 pm – 5:30 pm

Executive Leadership Exchange Networking Reception: Meet Your Peers (Invite-Only)

Bold Starts, Mar 31

5:00 pm – 6:30 pm

General Welcome Reception Sponsored By Adobe**Tuesday, Apr 1**

7:30 am – 5:00 pm

Registration Opens

7:45 am – 9:00 am

General Breakfast

8:00 am – 9:15 am

Workshops (Pre-Registration Required)**Become The Ultimate Campaign Tycoon!**

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

Unlock AI's Full Potential With Forrester's AIQ Framework

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

Dear [AttendeeName]: Could Your Personalization Strategy Be Better?

Speakers: Jessie Johnson, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester

Second Offering: Optimize Your Campaigns: Program Planning For Reputation, Demand, And Customer Engagement

Speakers: Rani Salehi, Principal Analyst, Forrester , , Forrester

Second Offering: Does Your Post-Sale Strategy Set Up Customers For Success?

Speakers: Laura Ramos, VP, Principal Analyst, Forrester Shari Srebnick, Principal Analyst, Forrester

Second Offering: Highlighting Value: Building a Business Case For Process Optimization

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

Tuesday, Apr 1

8:15 am – 9:00 am	<p>Analyst-Led Roundtables (Pre-Registration Required)</p> <p>Balancing Marketing Effectiveness And Privacy Speakers: Brett Kahnke, Principal Analyst, Forrester Stephanie Liu, Senior Analyst, Forrester</p> <p>How Will You Reach Buyers In A Zero-Click World? Speakers: John Buten, Principal Analyst, Forrester</p> <p>Your Partners Are Underperforming - What Can You Do About It? Speakers: Maria Chien, VP, Principal Analyst, Forrester</p> <p>Is ABM Winning in Your Organization? Speakers: Nora Conklin, Principal Analyst, Forrester</p> <p>Will AI Enhance or Replace Sellers? Speakers: Rick Bradberry, Principal Analyst, Forrester</p> <p>How Are Others Moving From MQLs To Buying Groups? Speakers: Terry Flaherty, VP, Principal Analyst, Forrester Amy Hawthorne, VP, Principal Analyst, Forrester</p>
9:15 am – 9:45 am	<p>Welcome & Opening Remarks</p> <p>Speakers: George Colony, CEO, Forrester Dave Frankland, VP, Research Director, Forrester</p>
9:45 am – 10:15 am	<p>Keynote: Introducing Buying Networks: Your Buyers' New Reality</p> <p>Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester</p>
10:15 am – 10:45 am	<p>Keynote: Frontline Revenue Processes That Work</p> <p>Speakers: Amy Hawthorne, VP, Principal Analyst, Forrester David Taylor, VP, Industry Strategy, Marketing and Global Execution, Siemens Digital Industries Software Brian Frattaroli, Vice President Sales Acceleration & Portfolio Development, Americas, Siemens Digital Industries Software</p>

Tuesday, Apr 1

10:45 am – 11:30 am

Marketplace Break & Networking

10:50am - 11:00am - Data Axle: The Future Of Identity Management In B2B Marketing

Speakers: Marc Sabatini, SVP, Enterprise Solutions, Data Axle

10:50am - 11:00am - Impartner: Fuel Demand With Impartner's Paid Media For Partners

Speakers: Trevor Burnett, Sr. Director of Product Marketing, Impartner

11:05am - 11:15am - NetLine: Right Buyer, Right Time, Right Now: Unlocking Scale, Speed, And Results With Programmatic Lead Gen

Speakers: Bill Henry, Chief Revenue Officer, NetLine

11:05am - 11:15am - Alembic: How Alembic AI Is Revolutionizing Marketing Measurement

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

11:20am - 11:30am - Knak: How the Masters of Marketing are Reinventing Email Creation

Speakers: Andrea Vicic, Senior Product Marketing Director, Knak

Tuesday, Apr 1

11:30 am – 12:00 pm

Breakout Sessions

RESET STRATEGY AND ROUTES-TO-MARKET	REVAMP PLANNING AND OPERATIONS
<p>From Supporting Sales To Growth Driver: How To Uplevel Marketing's Purpose Speakers: John Arnold, Principal Analyst, Forrester</p>	<p>Transform Chaos Into Success By Revolutionizing Your B2B Operations Speakers: Vicki Brown, VP, Principal Analyst, Forrester Neel Shah, Division Vice President, Worldwide Commercial Operations, ADP Amanda Shelley, AI Strategy & Transformation Lead for Global Sales and Marketing, Rockwell Automation</p>
TRANSFORM REVENUE PROCESSES	BUILD CUSTOMER TRUST
<p>The Solution Blueprint: A Guide For Success With Revenue Process Transformation Speakers: Terry Flaherty, VP, Principal Analyst, Forrester</p>	<p>The Future Of B2B Messaging: GenAI-Driven Relevance And Efficiency Speakers: Paul Ferron, VP, Research Director, Forrester</p>
EVOLVE LEADERSHIP AND SKILLS	ACTIVATE BUYER AND CUSTOMER INSIGHTS
<p>Leading Through Transition: Effective Communication In Reorganizations Speakers: Karen Tran, Principal Analyst, Forrester Rani Salehi, Principal Analyst, Forrester</p>	<p>The State Of B2B Buying: Implications And Actions For The Growth Engine Speakers: Barbara Winters, VP, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester Maria Chien, VP, Principal Analyst, Forrester Renee Irion, Principal Analyst, Forrester</p>
FOSTER INGENUITY AND INNOVATION	HARNESS THE POWER OF TECHNOLOGY AND DATA
<p>Your AI Product Strategy: Driving Growth and Customer Outcomes in a Fast-Changing World Speakers: Lisa Singer, VP, Principal Analyst, Forrester Jason Smith, CEO and Cofounder, Klue Inbal Budowski-Tal, Senior Director of AI/ML, Pendo</p>	<p>The Rise And Future Of Revenue Marketing Platforms Speakers: Kelvin Gee, Principal Analyst, Forrester</p>

Tuesday, Apr 1

11:30 am – 12:15 pm

Analyst-Led Roundtables (Pre-Registration Required)

Allocating And Orchestrating Marketing Budgets Is No Easy Task

Speakers: Craig Moore, VP, Principal Analyst, Forrester

From Boredom To Stardom: Why Should Executives Care About Content?

Speakers: Kathleen Pierce, Principal Analyst, Forrester

Closing The AI Literacy Gap: Strategies For Advancing GenAI Expertise

Speakers: Lisa Gately, Principal Analyst, Forrester

The Revenue Tug-Of-War: Why Go-to-Market Teams Struggle To Align Their Plans

Speakers: Robert Muñoz, VP, Principal Analyst, Forrester

Compensation As A Lever For Growth Across The Opportunity Lifecycle

Speakers: Seth Marrs, Principal Analyst, Forrester

Tuesday, Apr 1

12:15 pm – 12:45 pm

Case Studies**Clodz: Learn How Three Innovative Companies Use Win-Loss Insights**

Speakers: Spencer Dent, Co-founder & Co-CEO, Clodz

Cvent: How Elastic Built A Scalable Event Tech Ecosystem

Speakers: Adrian Nelson, Marketing Operations Manager, Elastic Brooke Harris, Technical Program Specialist, Elastic

Lead2Pipeline: How Microsoft And Avalara Find Sales-Ready Buyers Everywhere

Speakers: Chip Klang, Co-Founder and CEO, Lead2Pipeline Mo'Shai Gibbs, Senior Global Strategic Partner Marketing Manager, Microsoft Alexa Brown, Sr. Partner Marketing Manager, Avalara

LeanData: The MQL is dead, long live the MQL at NVIDIA

Speakers: Aristomenis Capogeannis, Senior Director, Enterprise Revenue Marketing, NVIDIA Evan Liang, Co-Founder & CEO, LeanData

Ledger Bennett: Achieving ABM Success For GE Vernova's GridOS® Campaign

Speakers: Lisa Skinner, Senior Director of Product Marketing, GE Vernova Lewis Tierney, Chief Client Officer, Ledger Bennett, a Havas company

Optimizely: How The Right Tool Helped Transform Enverus' Marketing Efficiency

Speakers: Sidney Moore, Director, Digital Marketing, Enverus Michiel Dorjee, Director, Digital Marketing, Optimizely

Salesforce: Three Ways to Drive Revenue with Opportunity Based Marketing

Speakers: Tina Katic-Michalos, Senior Director of Demand Generation and Marketing Operations, TaskUs Ruth Bolster, Product Marketing Senior Lead, Salesforce Chelsea Cordova, Lead Solutions Engineer, Salesforce Nathan Maphet, VP, Head of Product, Marketing Cloud Account Engagement, Salesforce

12:45 pm – 2:15 pm

Lunch & Marketplace Break**1:05pm - 1:15pm - Salesforce: Build Personalized Campaigns Faster With Agents**

Speakers: Dana Peterson, Lead Solutions Engineer, Salesforce

1:20pm - 1:30pm - Forrester: Supercharge Decisions With Data

Speakers: Taanya Malhotra, Mgr, Data Engagement, Forrester

1:35pm - 1:45pm - Forrester: Optimizing Your Demand Generation Spend In The Age Of The Self-Service Buyer

Speakers: Jon Erickson, VP, Total Economic Impact (TEI), Forrester

1:50pm - 2:00pm - Forrester: Upskill Your Team With Courses & Certification

Speakers: Jenna Wohead, Director, Product Management, Forrester

Tuesday, Apr 1

<p>12:45 pm – 2:00 pm</p>	<p>Forrester Women’s Leadership Program: Networking Lunch - AI and You (Pre-Registration Encouraged)</p> <p>Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester Maria Chien, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Shimona Chadha, Vice President & Head Americas Vertical Marketing, HCLTech Lisa Gately, Principal Analyst, Forrester Leslie Vitrano, VP, Global IT Channel Ecosystem, Schneider Electric Avery Clinton, Product Marketing Analyst, Equinix</p>																	
<p>12:45 pm – 2:15 pm</p>	<p>Executive Leadership Exchange (Invite-Only): Networking Lunch - Leading Transformational Change As A Senior Executive</p> <p>Speakers: Nick Buck, VP, Executive Partner, Forrester Matthew Selheimer, VP, Research Director, Forrester Sara Larsen, Vice President, Marketing & Communications, Clinical Effectiveness, Wolters Kluwer Health Anthony Hoereth, Senior Vice President, Sales, XPO Jaime Punishill, VP, Enterprise Marketing & Marketing Enablement, MetLife</p>																	
<p>2:15 pm – 3:00 pm</p>	<p>Breakout Sessions + Ask The Expert</p> <table border="1"> <tr> <td data-bbox="315 555 1256 611"> <p>RESET STRATEGY AND ROUTES-TO-MARKET</p> </td> <td data-bbox="1256 555 2210 611"> <p>REVAMP PLANNING AND OPERATIONS</p> </td> </tr> <tr> <td data-bbox="315 611 1256 719"> <p>Confronting The New Threats To Brand Safety Speakers: Karen Tran, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 611 2210 719"> <p>Confusion To Clarity: An Approach To Align B2B Strategy, Planning, And Execution Speakers: Laura Cross, VP, Principal Analyst, Forrester Robert Muñoz, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 719 1256 775"> <p>TRANSFORM REVENUE PROCESSES</p> </td> <td data-bbox="1256 719 2210 775"> <p>BUILD CUSTOMER TRUST</p> </td> </tr> <tr> <td data-bbox="315 775 1256 943"> <p>Veeam And GE Vernova Share The Keys To Their Success With Revenue Process Transformation Speakers: Terry Flaherty, VP, Principal Analyst, Forrester Courtnie Luetke, Sr. Director, Marketing Automation, Veeam Hoontae Sim, Head of Global Marketing Operations and Analytics, Veeam Lauren Hewlett, Marketing Operations Leader, GE Vernova</p> </td> <td data-bbox="1256 775 2210 943"> <p>Align Your Promise Makers And Your Promise Keepers Speakers: Shari Srebnick, Principal Analyst, Forrester Ejieme Eromosele, VP of Customer Growth, Quiq Mike Groeneveld, Vice President, Global Sales, Everstage</p> </td> </tr> <tr> <td data-bbox="315 943 1256 999"> <p>EVOLVE LEADERSHIP AND SKILLS</p> </td> <td data-bbox="1256 943 2210 999"> <p>ACTIVATE BUYER AND CUSTOMER INSIGHTS</p> </td> </tr> <tr> <td data-bbox="315 999 1256 1078"> <p>Organizational Effectiveness: Diagnose And Resolve Organizational Barriers Speakers: Betsy Summers, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 999 2210 1078"> <p>Adapt Your Content Marketing Strategy For Shifting Search Behaviors Speakers: Lisa Gately, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 1078 1256 1134"> <p>FOSTER INGENUITY AND INNOVATION</p> </td> <td data-bbox="1256 1078 2210 1134"> <p>HARNESS THE POWER OF TECHNOLOGY AND DATA</p> </td> </tr> <tr> <td data-bbox="315 1134 1256 1276"> <p>GenAI, Cobots, And Your GTM Team: Where Do Humans Still Fit In? Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Kevin Clemence, Global Leadership Development Leader for GenAI & Digital, GE HealthCare Gail Behun, Head of Revenue Enablement, Headway Jonathan Kvarfordt, Founder, GTM AI Academy</p> </td> <td data-bbox="1256 1134 2210 1276"> <p>Adapt Your Data Strategy For Increasingly Anonymous Buyers Speakers: Stephanie Liu, Senior Analyst, Forrester</p> </td> </tr> </table>		<p>RESET STRATEGY AND ROUTES-TO-MARKET</p>	<p>REVAMP PLANNING AND OPERATIONS</p>	<p>Confronting The New Threats To Brand Safety Speakers: Karen Tran, Principal Analyst, Forrester</p>	<p>Confusion To Clarity: An Approach To Align B2B Strategy, Planning, And Execution Speakers: Laura Cross, VP, Principal Analyst, Forrester Robert Muñoz, VP, Principal Analyst, Forrester</p>	<p>TRANSFORM REVENUE PROCESSES</p>	<p>BUILD CUSTOMER TRUST</p>	<p>Veeam And GE Vernova Share The Keys To Their Success With Revenue Process Transformation Speakers: Terry Flaherty, VP, Principal Analyst, Forrester Courtnie Luetke, Sr. Director, Marketing Automation, Veeam Hoontae Sim, Head of Global Marketing Operations and Analytics, Veeam Lauren Hewlett, Marketing Operations Leader, GE Vernova</p>	<p>Align Your Promise Makers And Your Promise Keepers Speakers: Shari Srebnick, Principal Analyst, Forrester Ejieme Eromosele, VP of Customer Growth, Quiq Mike Groeneveld, Vice President, Global Sales, Everstage</p>	<p>EVOLVE LEADERSHIP AND SKILLS</p>	<p>ACTIVATE BUYER AND CUSTOMER INSIGHTS</p>	<p>Organizational Effectiveness: Diagnose And Resolve Organizational Barriers Speakers: Betsy Summers, Principal Analyst, Forrester</p>	<p>Adapt Your Content Marketing Strategy For Shifting Search Behaviors Speakers: Lisa Gately, Principal Analyst, Forrester</p>	<p>FOSTER INGENUITY AND INNOVATION</p>	<p>HARNESS THE POWER OF TECHNOLOGY AND DATA</p>	<p>GenAI, Cobots, And Your GTM Team: Where Do Humans Still Fit In? Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Kevin Clemence, Global Leadership Development Leader for GenAI & Digital, GE HealthCare Gail Behun, Head of Revenue Enablement, Headway Jonathan Kvarfordt, Founder, GTM AI Academy</p>	<p>Adapt Your Data Strategy For Increasingly Anonymous Buyers Speakers: Stephanie Liu, Senior Analyst, Forrester</p>
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Tuesday, Apr 1

2:15 pm – 3:00 pm

Analyst-Led Roundtables (Pre-Registration Required)

Speaking CMO" To Convey The Value Of Customer Marketing

Speakers: Amy Bills, Principal Analyst, Forrester

You're Spending Too Much On Campaign Content And Still Not Engaging Audiences

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

Partner Demand Generation Isn't A Field Of Dreams

Speakers: Kathy Contreras, VP, Principal Analyst, Forrester

Is Your Demand Gen Strategy Stuck In The Past? Make The Move From Traditional Demand Gen To Adaptive Programs

Speakers: Kelvin Gee, Principal Analyst, Forrester

Considering A Reorganization To Solve Your Marketing And Sales Problems?

Speakers: Nora Conklin, Principal Analyst, Forrester

Marketing Value: Can You Measure It? And How Can You Prove It?

Speakers: Ross Graber, VP, Principal Analyst, Forrester

Tuesday, Apr 1

3:15 pm – 3:45 pm

Case Studies**Bombora: From Whispers To Wins: TriNet's Iterative Data Journey**

Speakers: Brandon Farris, Divisional Vice President, Marketing, TriNet Mike Burton, Co Founder & Executive Vice President Strategic Partnerships, Bombora

Corporate Visions: Acquisition Vs. Expansion: Different Buyers, Different Playbooks

Speakers: Jessica Ryker, Director of Revenue Enablement, Clio Tim Riesterer, Chief Strategy Officer, Corporate Visions

Demandbase: Fueling Account-Based Growth: How Equifax Achieved Operational Efficiency With Demandbase

Speakers: Kyle Gehrig, Senior Marketing Operations Specialist, Equifax

Intentsify: How NVIDIA Uses Data To Accelerate Deal Velocity

Speakers: Aristomenis Capogeannis, Senior Director, Enterprise Revenue Marketing, NVIDIA Allie Kelly, CMO, Intentsify

Outreach: Maximizing Impact: Driving GTM Efficiency And Coaching At Scale With PushPay

Speakers: Josh Harmon, Revenue Operations Analyst, Pushpay

PathFactory: How LG Is Improving Pipeline With ABM Data, Experience Automation And AI

Speakers: Raymon David, Head of Marketing Ops and Digital Experiences, LG US Business Solutions Christine Polewarczyk, SVP, AI GTM Strategy and Execution, PathFactory

Salesforce: 4 Ways Marketing And Sales Can Win Together To Accelerate Revenue Growth

Speakers: Sean Breen, CEO, AgencyQ Claudia Robinson, Senior Product Marketing Manager, Salesforce Dana Peterson, Lead Solutions Engineer, Salesforce Courtney Merhab, Solution Engineer, Salesforce

Webflow: Successful Brand Building And Demand Performance CAN Co-Exist: How Vanta Is Doing It At Scale

Speakers: Michael Harrington, Director of Web Marketing, Vanta

3:45 pm – 4:30 pm

Marketplace Break & Networking**3:50pm - 4:00pm - 6sense: The Next Generation Of Intelligent Automation**

Speakers: Jason Telmos, VP, Product Marketing Management, 6sense

3:50pm - 4:00pm - Plauti: Your Revenue, CX, And AI Strategies Are Only As Good As Your Data

Speakers: Joost van 't Hullenaar, CRO, Plauti

4:05pm - 4:15pm - Jasper: Mobilizing Change Leaders To Scale AI In Marketing

Speakers: Jessica Hreha, Director, AI Transformation, Jasper

Tuesday, Apr 1

4:30 pm – 5:00 pm	<p>Keynote: How Marketing, Sales, And Product Leaders Can Activate An Adaptive Growth Strategy</p> <p>Speakers: John Arnold, Principal Analyst, Forrester</p>
5:00 pm – 6:15 pm	<p>Marketplace Reception</p>
7:00 pm – 9:00 pm	<p>Executive Leadership Exchange: Exclusive Private Dinner at The Compass (Invite-Only)</p> <p>Speakers: Nick Buck, VP, Executive Partner, Forrester George Colony, CEO, Forrester</p>

Wednesday, Apr 2

7:45 am – 5:15 pm	<p>Registration Opens</p>
7:45 am – 9:00 am	<p>General Breakfast</p>
8:00 am – 9:15 am	<p>Workshops (Pre-Registration Required)</p> <p>Take A Strategic Approach To Launching New Offerings Speakers: Amy Hayes, VP, Research Director, Forrester Paul Ferron, VP, Research Director, Forrester</p> <p>Search For Audience Signals In The Content Intelligence Scavenger Hunt Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester John Grozier, VP, Principal Consultant, Forrester</p> <p>Second Offering: Dear [AttendeeName]: Could Your Personalization Strategy Be Better? Speakers: Jessie Johnson, Principal Analyst, Forrester Renee Irion, Principal Analyst, Forrester</p> <p>Second Offering: Unlock AI's Full Potential With Forrester's AIQ Framework Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>
8:15 am – 9:00 am	<p>Breakfast Boardroom</p> <p>Adobe Breakfast Boardroom: B2B Innovators: Candid Conversations on B2B Marketing in the Age of AI Speakers: Brett Rafuse, Vice President of Demand Marketing, Cisco</p>

Wednesday, Apr 2

8:15 am – 9:00 am

Analyst-Led Roundtables (Pre-Registration Required)**Is Event ROI A Pipe Dream?**

Speakers: Conrad Mills, Principal Analyst, Forrester

Second Offering: Allocating And Orchestrating Marketing Budgets Is No Easy Task

Speakers: Craig Moore, VP, Principal Analyst, Forrester

Sales and Marketing: How Do We Move From Dysfunctional To Cross-Functional?

Speakers: Kathy Contreras, VP, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester

Second Offering: Closing The AI Literacy Gap: Strategies For Advancing GenAI Expertise

Speakers: Lisa Gately, Principal Analyst, Forrester

Second Offering: Is ABM Winning In Your Organization?

Speakers: Nora Conklin, Principal Analyst, Forrester

Second Offering: How Are Others Moving From MQLs To Buying Groups?

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

9:15 am – 9:45 am

Keynote: Make Interconnected Processes Your Growth Catalyst

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

9:45 am – 10:15 am

Keynote Panel: 2025 Return On Integration Award Winners

Speakers: Sharyn Leaver, Chief Research Officer, Forrester Anna Harper, Senior Director, Global Campaign Center, SAS Sara Larsen, Vice President, Marketing & Communications, Clinical Effectiveness, Wolters Kluwer Health Anthony Hoereth, Senior Vice President, Sales, XPO

10:15 am – 11:00 am

Get The Most From Forrester (Pre- Registration Required)

Speakers: Daragh King, Head of Sales Ops, XPO Jodi Lebow, VP, Global Demand Center, Intergraph Corporation Amy Hayes, VP, Research Director, Forrester Andrew McCauley, VP, Product Management, Forrester Jenna Wohead, Director, Product Management, Forrester

Wednesday, Apr 2

10:15 am – 11:00 am

Marketplace Break & Networking**10:20am - 10:30am - Orum: Where AI Does (And Doesn't) Matter To Sellers**

Speakers: Jason Dorfman, CEO, Orum

10:35am - 10:45am - Gong: Leading Revenue Teams With Gong AI

Speakers: Craig Hanson, Senior Director, Market Strategy, Gong

11:00 am – 11:30 am

Case Studies**Adobe: Modernizing B2B Marketing: How Nvidia Is Harnessing The Power Of AI To Orchestrate Next Gen Customer Experiences**

Speakers: Aristomenis Capogeannis, Senior Director, Enterprise Revenue Marketing, NVIDIA Brian Glover, Sr. Director Product Marketing, Adobe

B2B IQ: How CyberArk Rapidly Refreshed Audience Definitions And Targets, Discovery, Awareness, And Personalized Engagement To Keep Pace With Their Growth

Speakers: Liam Blackwell, Founder and CEO, B2B IQ Adeline Martin, Paid Media Director, CyberArk

Corporate Visions: Using Buyer Feedback To Improve GTM Performance

Speakers: Tim Riesterer, Chief Strategy Officer, Corporate Visions

Demandbase: Implementing Buying Groups & Journey Stages To Drive Marketing Efficiency

Speakers: Paige Marsin, Digital & ABM Marketing Manager, Palo Alto Networks

Informa TechTarget: Presence, Partners, Pipeline – How Intel Is Redefining Successful GTM Frameworks

Speakers: Dina OMara, Global Partner Marketing Director, Intel Corporation John Steinert, CMO, Informa TechTarget Dara Such, Vice President of Customer Enablement & Data Strategy, Informa TechTarget

NetLine: Paycor's Playbook To Smarter Targeting, Faster Testing, And More Sales-Ready Leads

Speakers: Ashley Ferguson, Digital Marketing Strategist, Paycor Josh Baez, Sr. Manager of Demand Generation, NetLine

Salesforce: 3 Ways B2B Marketers Can Drive Efficient Growth And Prove Impact

Speakers: Alex Gunther, Sr. Marketing Automation Specialist, Ross Video Neha Shah, Sr. Director Product Marketing, Salesforce Jeffrey Stollenwerk, Principal Solution Engineer, Salesforce

Wednesday, Apr 2

11:45 am – 12:15 pm

Breakout Sessions	
RESET STRATEGY AND ROUTES-TO-MARKET	REVAMP PLANNING AND OPERATIONS
<p>Charting New Paths To Growth: The Strategic Imperative For Multiple Routes To Market Speakers: Stephanie Sissler, VP, Principal Analyst, Forrester</p>	<p>Campaign Excellence: Proof Points That Integrated Campaign Planning Accelerates Growth Speakers: Rani Salehi, Principal Analyst, Forrester Brianna Ross, VP, North America Marketing, Workday Nate O’Neal, Senior Director, Campaign Center of Excellence, Workday</p>
TRANSFORM REVENUE PROCESSES	BUILD CUSTOMER TRUST
<p>The Scientific Method To Piloting Transformation With Adoption Playbooks Speakers: Amy Hawthorne, VP, Principal Analyst, Forrester Terry Flaherty, VP, Principal Analyst, Forrester</p>	<p>Sellers Don’t Trust Marketing, and Buyers Can Tell Speakers: Seth Marrs, VP, Principal Analyst, Forrester</p>
EVOLVE LEADERSHIP AND SKILLS	ACTIVATE BUYER AND CUSTOMER INSIGHTS
<p>Managers As Coaches: Can You Wear Both Hats Successfully? Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Betsy Summers, Principal Analyst, Forrester</p>	<p>Who Decides When Tech And LOB Leaders Join The Same Buying Group? Speakers: Amy Hayes, VP, Research Director, Forrester Pascal Walschots, Senior Director, Global GTM Strategy, Microsoft Corporation</p>
FOSTER INGENUITY AND INNOVATION	HARNESS THE POWER OF TECHNOLOGY AND DATA
<p>Ingenuity Catalyzes A Growth Mindset Speakers: Nicky Briggs, VP, Principal Analyst, Forrester</p>	<p>The Single Source Of Truth Is Dead — Long Live Data Unification Speakers: Katie Linford, Principal Analyst, Forrester</p>

Wednesday, Apr 2

11:45 am – 12:30 pm

Analyst-Led Roundtables (Pre-Registration Required)**Second Offering: Is Your Demand Gen Strategy Stuck in the Past? Make the Move from Traditional Demand Gen to Adaptive Programs.**

Speakers: Kelvin Gee, Principal Analyst, Forrester

Second Offering: Marketing Value: Can You Measure It? And How Can You Prove It?

Speakers: Ross Graber, VP, Principal Analyst, Forrester

Second Offering: 'Speaking CMO' to Convey the Value of Customer Marketing

Speakers: Amy Bills, VP, Principal Analyst, Forrester

Second Offering: You're Spending Too Much On Campaign Content And Still Not Engaging Audiences

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

Second Offering: Sales and Marketing: How Do We Move From Dysfunctional to Cross-functional?

Speakers: Kathy Contreras, VP, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester

How Can B2B Leaders Thrive Through Volatility?

Speakers: Matthew Selheimer, VP, Research Director, Forrester

12:15 pm – 1:30 pm

Lunch & Marketplace Break**12:35-12:45pm - Forrester: Supercharge Decisions With Data**

Speakers: Taanya Malhotra, Mgr, Data Engagement, Forrester

12:50-1:00pm - Forrester: Optimizing Your Demand Generation Spend In The Age Of The Self-Service Buyer

Speakers: Jon Erickson, VP, Total Economic Impact (TEI), Forrester

1:05-1:15pm - Forrester: Upskill Your Team With Courses & Certification

Speakers: Jenna Wohead, Director, Product Management, Forrester

12:15 pm – 1:15 pm

Lunch & Learn**Salesforce Lunch & Learn: Build A Winning Marketing And Sales Alignment Strategy**

Speakers: Ruth Bolster, Product Marketing Senior Lead, Salesforce Jared Barol, VP, GTM Strategy & Operations, Copy.ai Jeffrey Stollenwerk, Principal Solution Engineer, Salesforce Alex Gunther, Sr. Marketing Automation Specialist, Ross Video

12:15 pm – 1:30 pm

Analyst Relations (AR) Luncheon

Wednesday, Apr 2

1:30 pm – 2:00 pm

Case Studies

Activate: How Cloudflare Empowered BDRs To Unlock High-Value Opportunities Faster

Speakers: Leah Woomey, Director of Marketing Programs, Americas, Cloudflare Chris Rooke, CEO, Activate

Enlyft: The Future Of AI For Sales Is Now With Microsoft And Enlyft

Speakers: Lokesh Dave, Enlyft, CEO Siew-Hoon Goh, General Manager, Vendor Digital Sales, Microsoft Tara Warnock, VP of Strategic Partner Alliances, Enlyft

LeanData: The Recipe For Buying Groups' Success At Veeam

Speakers: Courtnie Luetke, Sr. Director, Marketing Automation, Veeam Jim Bell 2, CMO, LeanData

Ledger Bennett: Unifying A Fragmented Global Media Strategy At Aptean

Speakers: Andrea Glenn, CEO, Ledger Bennett Miguel Gernaey, CMO, Aptean

Optimizely: Valtech's Proven Secrets To Global Brand Hacking

Speakers: Jared Johnson, Sr. Director, Strategy, Valtech Tara Corey, SVP, Marketing, Optimizely

Outreach: Rethinking Prospecting With Agentic AI From Outreach

Speakers: Andrea Youmans, Director of Product Marketing, Outreach

Webflow: Accelerating Go To Market, Creativity, And Optimization: How Walker & Dunlop Relunched The Brand And Personalized Content At Scale Using Webflow And AI

Speakers: Guy Yalif, Chief Evangelist, Webflow

Wednesday, Apr 2

2:15 pm – 3:00 pm

Breakout Sessions	
RESET STRATEGY AND ROUTES-TO-MARKET	REVAMP PLANNING AND OPERATIONS
<p>How To Make Growth Strategy Development A Team Sport Speakers: Matthew Selheimer, VP, Research Director, Forrester John Arnold, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester</p>	<p>No Plan Is An Island: Program Planning For Improved Campaign Impact Speakers: Craig Moore, VP, Principal Analyst, Forrester Kelvin Gee, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester Peter Ostrow, VP, Principal Analyst, Forrester</p>
TRANSFORM REVENUE PROCESSES	BUILD CUSTOMER TRUST
<p>Want Sales To Embrace Revenue Process Transformation? Here's How. Speakers: Seth Marrs, VP, Principal Analyst, Forrester</p>	<p>Beyond The Hype: Balancing AI Advantages With Human Connection And Trust Speakers: Katie Linford, Principal Analyst, Forrester</p>
EVOLVE LEADERSHIP AND SKILLS	ACTIVATE BUYER AND CUSTOMER INSIGHTS
<p>Build Or Rebuild Your Team Culture For Success Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>	<p>Stop Fooling Yourself: Truly Monitor And Measure Value For Customers Speakers: Ross Graber, VP, Principal Analyst, Forrester</p>
FOSTER INGENUITY AND INNOVATION	HARNESS THE POWER OF TECHNOLOGY AND DATA
<p>Eliminating Scattershot Product Launches: A New Model For Commercializing Platforms And Portfolios Speakers: , , Forrester Tony Plec, Principal Analyst, Forrester</p>	<p>Meet Your New Coworkers: What AI Agents Mean For B2B Go-To-Market Teams Speakers: Jessie Johnson, Principal Analyst, Forrester Gretchen Sleeper, Director, Sales AI Catalyst Team, Cisco Toby Carrington, Chief Business Officer, Seismic John A. Hansen, Senior Director, Americas Field Marketing, Iron Mountain</p>

Wednesday, Apr 2

2:15 pm – 3:00 pm

Analyst-Led Roundtables (Pre-Registration Required)

Are Business Process Improvement Initiatives Worth the Investment?

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

Brand Measurement That Proves Value To Marketing Leadership, Sales, and the CFO

Speakers: Ian Bruce, VP, Principal Analyst, Forrester

Second Offering: How Will You Reach Buyers In A Zero-Click World?

Speakers: John Buten, Principal Analyst, Forrester

From Likes to Loyalty—Making An Impact With Organic Social Media

Speakers: Karen Tran, Principal Analyst, Forrester

The Future Of Customer Success: Function Or Philosophy?

Speakers: Laura Ramos, VP, Principal Analyst, Forrester Shari Srebnick, Principal Analyst, Forrester

Second Offering: The Revenue Tug-of-War: Why Go-to-Market Teams Struggle to Align Their Plans

Speakers: Robert Muñoz, VP, Principal Analyst, Forrester

3:00 pm – 3:30 pm

Marketplace Break

Wednesday, Apr 2

3:30 pm – 4:00 pm

B2B Award Winners: Programs Of The Year

B2B Programs Of The Year (POY) Award Winner - Content Strategy & Operations: HCLTech

Speakers: Shimona Chadha, Vice President & Head Americas Vertical Marketing, HCLTech Phyllis Davidson, VP, Principal Analyst, Forrester

B2B Programs Of The Year (POY) Award Winner - Customer Engagement: Conga

Speakers: Nora O'Leary-Roseberry, Director, Digital Success, Conga Laura Ramos, VP, Principal Analyst, Forrester

B2B Programs Of The Year (POY) Award Winner - Demand & ABM: Palo Alto Networks

Speakers: Lauren Daley, Director, Marketing Operations, Palo Alto Networks Jeremy Schwartz, Senior Manager, Global Lead Management and Strategy, Palo Alto Networks Terry Flaherty, VP, Principal Analyst, Forrester

B2B Programs Of The Year (POY) Award Winner - Marketing Executives: Workday

Speakers: Cal Dubresson, Senior Vice President, Global Field and GTM Marketing, Workday Ian Bruce, VP, Principal Analyst, Forrester

B2B Programs Of The Year (POY) Award Winner - Portfolio Marketing & Product: FreeWheel

Speakers: Kim Girard, Head of Product Operations, FreeWheel Katie Fabiszak, VP, Principal Analyst, Forrester

B2B Programs Of The Year (POY) Award Winner - Revenue Operations: TriNet

Speakers: Erin Killian, Sales Business Development Manager, TriNet Anne Slough, Executive Director, Revenue Transformation, TriNet Vicki Brown, VP, Principal Analyst, Forrester

B2B Programs Of The Year (POY) Award Winner - Sales: TEKsystems

Speakers: David Spires, Vice President of Sales Enablement & Operations, TEKsystems Peter Ostrow, VP, Principal Analyst, Forrester

Wednesday, Apr 2

4:15 pm – 4:45 pm

Case Studies**1mind: How To Successfully Hire An AI Superhuman For Your GTM Team: A Playbook For Measurable Revenue**

Speakers: Amanda Kahlow, CEO & Founder, 1mind Jacco van der Kooij, Founder, WinningbyDesign

Adobe: Go-To-Market Precision: How ServiceNow & Adobe Transform Customer Engagement With Buying Groups

Speakers: Liz Gertz, Sr. Director Marketing Operations, ServiceNow Stephen Ratpojanakul, Sr. Director, Head of Digital Strategy Group, Adobe

Copy.ai: How To Unify Your Go-To-Market With AI

Speakers: Kyle Coleman, CMO, Copy.ai

DemandScience: How Forcura Crushed Goals All Along Their Marketing Funnel

Speakers: Megan Murray, VP of Marketing, Forcua

monday.com: Atlas Healthcare Partners Drives Efficiency With monday.com

Speakers: Jennifer Stewart, Director of Project Management, Atlas Healthcare Partners

ZoomInfo: GTM Intelligence Unleashed: Turning Data & AI Into Pipeline-Driving Action

Speakers: Keith Pearce, CMO, Gainsight Carl Koussan-Price, SVP, Marketing, ZoomInfo

5:00 pm – 5:30 pm

Keynote: Lead And Master Change

Speakers: Katy Tynan, VP, Principal Analyst, Forrester

5:30 pm – 6:15 pm

Marketplace Reception & Networking

7:30 pm – 9:30 pm

Reception and Concert (Off-site)**Thursday, Apr 3**

7:45 am – 12:15 pm

Registration Opens

8:00 am – 9:15 am

General Breakfast

8:15 am – 9:15 am

Certification Wrap-up Breakfast

Speakers: Jenna Wohead, Director, Product Management, Forrester

Thursday, Apr 3

8:15 am – 9:30 am

Workshops (Pre-Registration Required)**Pave The Way For Better CX by Linking Buyer and Customer Insights**

Speakers: Amy Bills, VP, Principal Analyst, Forrester Barbara Winters, VP, Principal Analyst, Forrester

Blend Responsibilities Across The Opportunity Lifecycle To Boost Value

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

Second Offering: B2B Revenue Waterfall

Speakers: Terry Flaherty, VP, Principal Analyst, Forrester

8:30 am – 9:15 am

Forrester Women's Leadership Program: Networking Breakfast (Pre-Registration Encouraged)

Speakers: Maria Chien, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester

8:30 am – 9:15 am

Analyst-Led Roundtables (Pre-Registration Required)**Career Ladders Or Lattices? How To Help Your Team Chart Their Path To Success**

Speakers: Betsy Summers, Principal Analyst, Forrester

Leading Change: How To Get People To Want To Do What You Want Them To Do

Speakers: Katy Tynan, VP, Principal Analyst, Forrester

Why We Are Failing At Revenue Lifecycle Management

Speakers: Robert Muñoz, VP, Principal Analyst, Forrester

Overlook Brand and Reputation Programs At Your Own Risk

Speakers: Karen Tran, Principal Analyst, Forrester

Turn Skeptics Into Champions And Win With E-Commerce

Speakers: Renee Irion, Principal Analyst, Forrester Stephanie Sissler, VP, Principal Analyst, Forrester

Additional Offering: Marketing Value: Can You Measure It? And How Can You Prove It?

Speakers: Ross Graber, VP, Principal Analyst, Forrester

9:30 am – 10:00 am

Keynote: Turn GenAI Possibilities Into Reality

Speakers: Lisa Gately, Principal Analyst, Forrester

Thursday, Apr 3

10:15 am – 10:45 am

Breakout Sessions

RESET STRATEGY AND ROUTES-TO-MARKET	REVAMP PLANNING AND OPERATIONS
<p>Case Study: Transforming To Lifecycle Revenue Marketing At Autodesk Speakers: John Arnold, Principal Analyst, Forrester Tom Rostaing, Head of Demand Generation, Autodesk Construction Cloud</p>	<p>Unifying Product And Go-To-Market Strategies For Exponential Growth Speakers: Lisa Singer, VP, Principal Analyst, Forrester , , Forrester</p>
TRANSFORM REVENUE PROCESSES	BUILD CUSTOMER TRUST
<p>Making The Move To Adaptive Programs: A Strategic Roadmap Speakers: Kelvin Gee, Principal Analyst, Forrester</p>	<p>Trust Across Borders: Maximizing ROI With Precision Localization Speakers: Kathleen Pierce, Principal Analyst, Forrester</p>
EVOLVE LEADERSHIP AND SKILLS	ACTIVATE BUYER AND CUSTOMER INSIGHTS
<p>Command Their Attention: Communicating Performance For Leadership And Teams Speakers: Ross Graber, VP, Principal Analyst, Forrester</p>	<p>Mine Partner Ecosystem Insights For Hidden Gems And Priceless Insights Speakers: Kathy Contreras, VP, Principal Analyst, Forrester</p>
FOSTER INGENUITY AND INNOVATION	HARNESS THE POWER OF TECHNOLOGY AND DATA
<p>Harness Mental Models To Create Strategic Alignment Speakers: Nicky Briggs, VP, Principal Analyst, Forrester</p>	<p>Sales Content + Sales Readiness: Can 1+1=3? Speakers: Eric Zines, Principal Analyst, Forrester</p>

10:45 am – 11:30 am

Marketplace Break & Networking

- 10:50-11:00am - Forrester: Supercharge Decisions With Data**
 Speakers: Taanya Malhotra, Mgr, Data Engagement, Forrester
- 11:05-11:15am - Forrester: Optimizing Your Demand Generation Spend In The Age Of The Self-Service Buyer**
 Speakers: Jon Erickson, VP, Total Economic Impact (TEI), Forrester

Thursday, Apr 3

11:30 am – 12:00 pm

Breakout Sessions

RESET STRATEGY AND ROUTES-TO-MARKET	REVAMP PLANNING AND OPERATIONS
<p>Get Ahead Of Buyer Preferences By Prioritizing Marketplaces As A Route To Market Speakers: Matthew Selheimer, VP, Research Director, Forrester</p>	<p>Take Command Of Your Marketing Budgets With Connected Go-To-Market Knowledge Speakers: Nick Buck, VP, Executive Partner, Forrester</p>
TRANSFORM REVENUE PROCESSES	BUILD CUSTOMER TRUST
<p>Do You Deliver The Value Your Customers Want? Speakers: Laura Ramos, VP, Principal Analyst, Forrester</p>	<p>Who Do B2B Buyers Trust? Speakers: Ian Bruce, VP, Principal Analyst, Forrester</p>
EVOLVE LEADERSHIP AND SKILLS	ACTIVATE BUYER AND CUSTOMER INSIGHTS
<p>Change Leadership: Tools For You To Manage Change Now Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p>	<p>OK, Boomers And Digital Natives. Let's Talk B2B Buyers Speakers: Eric Zines, Principal Analyst, Forrester</p>
FOSTER INGENUITY AND INNOVATION	HARNESS THE POWER OF TECHNOLOGY AND DATA
<p>Transform Your Event Vision To Maximize Value Speakers: Conrad Mills, Principal Analyst, Forrester</p>	<p>Making The Case For Data Investment Speakers: Brett Kahnke, Principal Analyst, Forrester</p>

12:15 pm – 12:45 pm

Keynote: The Future Is Now

Speakers: Dave Frankland, VP, Research Director, Forrester Rick Bradberry, Principal Analyst, Forrester Nora Conklin, Principal Analyst, Forrester John Buten, Principal Analyst, Forrester Shari Srebnick, Principal Analyst, Forrester