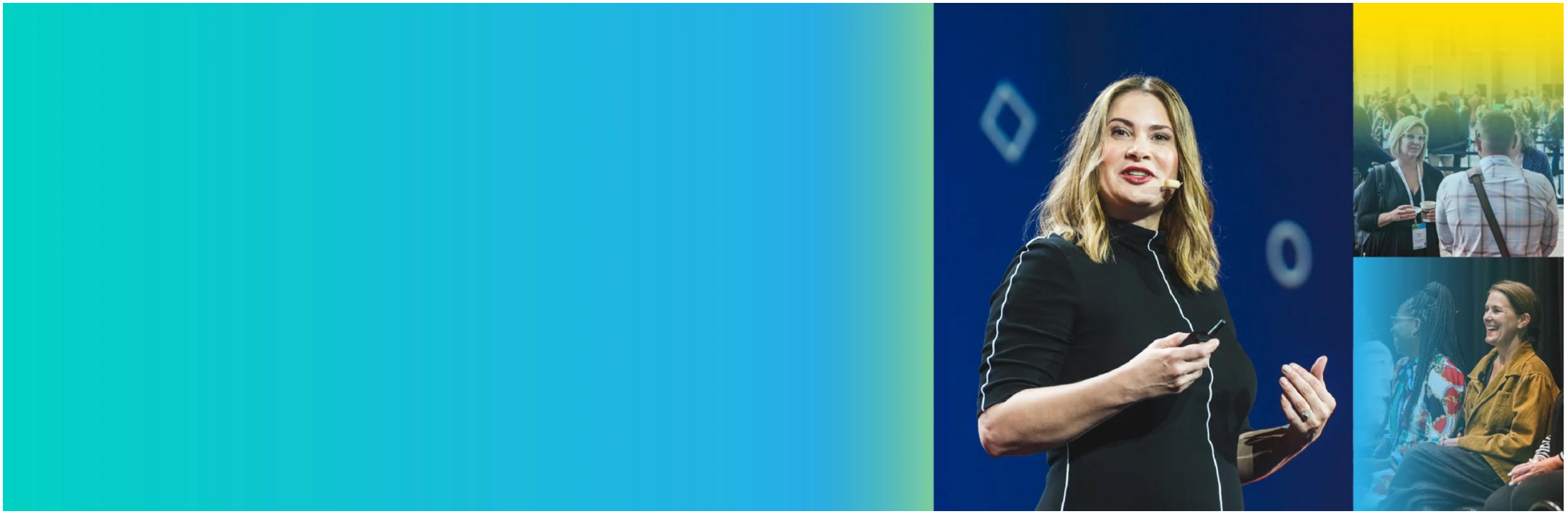


FORRESTER®

B2B Summit North America 2025

Phoenix & Digital

March 31, 2025 – April 3, 2025

Agenda downloaded: November 10, 2026 11:45:50 AM ET

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Bold Starts, Mar 31

12:00 pm – 5:30 pm	**Registration Opens**
1:30 pm – 2:45 pm	**Workshops (Pre-Registration Required)** **B2B Revenue Waterfall** Speakers: Terry Flaherty, VP, Principal Analyst, Forrester **Get It In Writing: Build A Customer Marketing Charter For Focus and Clarity** Speakers: Amy Bills, VP, Principal Analyst, Forrester **Optimize Your Campaigns: Program Planning For Reputation, Demand, and Customer Engagement** Speakers: Rani Salehi, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester Research
1:30 pm – 3:30 pm	**Forrester Women's Leadership Program (Pre-Registration Required)** 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 **1:30 PM | Welcome Remarks** **1:45 PM | Guest Keynote** Speakers: Tricia Atchison, Vice President of Global Partner & Americas Marketing, Equinix **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 **2:35 PM | Break** **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 **3:30 PM | Wrap-up** Speakers: Maria Chien, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester
2:45 pm – 3:30 pm	**Networking Coffee Break**

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Bold Starts, Mar 31

3:30 pm – 4:45 pm	**Workshops (Pre-Registration Required)** **Assess & Address Your Digital Marketing Maturity** Speakers: Renee Irion, VP, Research Director, 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)**

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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

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Tuesday, Apr 1

8:15 am – 9:00 am	**Analyst-Led Roundtables (Pre-Registration Required)** **Balancing Marketing Effectiveness And Privacy** Speakers: Brett Kahnke, Principal Analyst, Forrester Stephanie Liu, Senior Analyst, Forrester **How Will You Reach Buyers In A Zero-Click World?** Speakers: John Buten, Principal Analyst, Forrester **Your Partners Are Underperforming - What Can You Do About It?** Speakers: Maria Chien, VP, Principal Analyst, Forrester **Is ABM Winning in Your Organization?** Speakers: Nora Conklin, Principal Analyst, Forrester **Will AI Enhance or Replace Sellers?** Speakers: Rick Bradberry, VP, Principal Analyst, Forrester **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	**Welcome & Opening Remarks** Speakers: George Colony, CEO, Forrester Dave Frankland, VP, Research Director, Forrester
9:45 am – 10:15 am	**Keynote: Introducing Buying Networks: Your Buyers' New Reality** Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester
10:15 am – 10:45 am	**Keynote: Frontline Revenue Processes That Work** 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

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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

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Tuesday, Apr 1

11:30 am – 12:00 pm	**Breakout Sessions**

RESET STRATEGY AND ROUTES-TO-MARKET	REVAMP PLANNING AND OPERATIONS
From Supporting Sales To Growth Driver: How To Uplevel Marketing's Purpose Speakers: John Arnold, Principal Analyst, Forrester	**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
TRANSFORM REVENUE PROCESSES	**BUILD CUSTOMER TRUST**
The Solution Blueprint: A Guide For Success With Revenue Process Transformation Speakers: Terry Flaherty, VP, Principal Analyst, Forrester	**The Future Of B2B Messaging: GenAI-Driven Relevance And Efficiency** Speakers: Paul Ferron, VP, Research Director, Forrester
EVOLVE LEADERSHIP AND SKILLS	**ACTIVATE BUYER AND CUSTOMER INSIGHTS**
Leading Through Transition: Effective Communication In Reorganizations Speakers: Karen Tran, Principal Analyst, Forrester Rani Salehi, Principal Analyst, Forrester	**The State Of B2B Buying: Implications And Actions For The Growth Engine** Speakers: Barbara Winters, VP, Principal Analyst, Forrester Rick Bradberry, VP, Principal Analyst, Forrester Maria Chien, VP, Principal Analyst, Forrester Renee Irion, VP, Research Director, Forrester
FOSTER INGENUITY AND INNOVATION	**HARNESS THE POWER OF TECHNOLOGY AND DATA**
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	**The Rise And Future Of Revenue Marketing Platforms** Speakers: Kelvin Gee, Principal Analyst, Forrester

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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

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Tuesday, Apr 1

12:15 pm – 12:45 pm	**Case Studies** **Clozd: Learn How Three Innovative Companies Use Win-Loss Insights** Speakers: Spencer Dent, Co-founder & Co-CEO, Clozd **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

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Tuesday, Apr 1

12:45 pm – 2:00 pm	**Forrester Women's Leadership Program: Networking Lunch - AI and You (Pre-Registration Encouraged)** 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
12:45 pm – 2:15 pm	**Executive Leadership Exchange (Invite-Only): Networking Lunch - Leading Transformational Change As A Senior Executive** 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
2:15 pm – 3:00 pm	**Breakout Sessions + Ask The Expert**

RESET STRATEGY AND ROUTES-TO-MARKET	**REVAMP PLANNING AND OPERATIONS**
Confronting The New Threats To Brand Safety Speakers: Karen Tran, Principal Analyst, Forrester	**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
TRANSFORM REVENUE PROCESSES	**BUILD CUSTOMER TRUST**
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	**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
EVOLVE LEADERSHIP AND SKILLS	**ACTIVATE BUYER AND CUSTOMER INSIGHTS**
Organizational Effectiveness: Diagnose And Resolve Organizational Barriers Speakers: Betsy Summers, Principal Analyst, Forrester	**Adapt Your Content Marketing Strategy For Shifting Search Behaviors** Speakers: Lisa Gately, Principal Analyst, Forrester
FOSTER INGENUITY AND INNOVATION	**HARNESS THE POWER OF TECHNOLOGY AND DATA**
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	**Adapt Your Data Strategy For Increasingly Anonymous Buyers** Speakers: Stephanie Liu, Senior Analyst, Forrester

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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

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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

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Tuesday, Apr 1

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

Wednesday, Apr 2

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

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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, VP, 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

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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

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Wednesday, Apr 2

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

RESET STRATEGY AND ROUTES-TO-MARKET	**REVAMP PLANNING AND OPERATIONS**
Charting New Paths To Growth: The Strategic Imperative For Multiple Routes To Market Speakers: Stephanie Sissler, VP, Principal Analyst, Forrester	**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
TRANSFORM REVENUE PROCESSES	**BUILD CUSTOMER TRUST**
The Scientific Method To Piloting Transformation With Adoption Playbooks Speakers: Amy Hawthorne, VP, Principal Analyst, Forrester Terry Flaherty, VP, Principal Analyst, Forrester	**Sellers Don't Trust Marketing, and Buyers Can Tell** Speakers: Seth Marrs, VP, Principal Analyst, Forrester
EVOLVE LEADERSHIP AND SKILLS	**ACTIVATE BUYER AND CUSTOMER INSIGHTS**
Managers As Coaches: Can You Wear Both Hats Successfully? Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Betsy Summers, Principal Analyst, Forrester	**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
FOSTER INGENUITY AND INNOVATION	**HARNESS THE POWER OF TECHNOLOGY AND DATA**
Ingenuity Catalyzes A Growth Mindset Speakers: Nicky Briggs, VP, Principal Analyst, Forrester	**The Single Source Of Truth Is Dead — Long Live Data Unification** Speakers: Katie Linford, VP, Principal Analyst, Forrester

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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, VP, 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**

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Wednesday, Apr 2

1:30 pm – 2:00 pm	**Case Studies** **Activate: How Cloudflare Empowered BDRs To Unlock High-Value Opportunities Faster** Speakers: Leah Woomer, 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 Relaunched The Brand And Personalized Content At Scale Using Webflow And AI** Speakers: Guy Yalif, Chief Evangelist, Webflow

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Wednesday, Apr 2

2:15 pm – 3:00 pm

Breakout Sessions

RESET STRATEGY AND ROUTES-TO-MARKET	REVAMP PLANNING AND OPERATIONS
How To Make Growth Strategy Development A Team Sport Speakers: Matthew Selheimer, VP, Research Director, Forrester John Arnold, Principal Analyst, Forrester Rick Bradberry, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester	**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
TRANSFORM REVENUE PROCESSES	**BUILD CUSTOMER TRUST**
Want Sales To Embrace Revenue Process Transformation? Here's How. Speakers: Seth Marrs, VP, Principal Analyst, Forrester	**Beyond The Hype: Balancing AI Advantages With Human Connection And Trust** Speakers: Katie Linford, VP, Principal Analyst, Forrester
EVOLVE LEADERSHIP AND SKILLS	**ACTIVATE BUYER AND CUSTOMER INSIGHTS**
Build Or Rebuild Your Team Culture For Success Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester	**Stop Fooling Yourselves: Truly Monitor And Measure Value For Customers** Speakers: Ross Graber, VP, Principal Analyst, Forrester
FOSTER INGENUITY AND INNOVATION	**HARNESS THE POWER OF TECHNOLOGY AND DATA**
Eliminating Scattershot Product Launches: A New Model For Commercializing Platforms And Portfolios Speakers: , , Forrester Tony Plec, Principal Analyst, Forrester	**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

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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**

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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

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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

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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, VP, Research Director, 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

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Thursday, Apr 3

10:15 am – 10:45 am	**Breakout Sessions**

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

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

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Thursday, Apr 3

11:30 am – 12:00 pm	**Breakout Sessions**

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

12:15 pm – 12:45 pm	**Keynote: The Future Is Now** Speakers: Dave Frankland, VP, Research Director, Forrester Rick Bradberry, VP, Principal Analyst, Forrester Nora Conklin, Principal Analyst, Forrester John Buten, Principal Analyst, Forrester Shari Srebnick, Principal Analyst, Forrester

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