



FORRESTER®

## Austin & Digital Experience

December 6, 2022 – December 7, 2022

In-Person Agenda

Agenda downloaded: 2023/02/05 21:41:57

**Early Access, Dec 5**

12:30 pm – 1:00 pm  
CDT

**Beginning To Belong: Unlocking The Power Of Inclusion At Work**

Speakers:  
Jonathan Roberts, Analyst, Forrester

12:30 pm – 1:00 pm  
CDT

**New Worlds Need New Leaders**

Speakers:  
Ash Mukherjee, Solution Partner, Forrester

12:30 pm – 1:00 pm  
CDT

**Fireside Chat: How 2020's Breaking Point Enabled Progressive Inclusion Strategies**

Speakers:  
Stacy Brooks, Associate Director | EDI Digital Strategy, Humana | Digital Health Analytics  
Alex Stein, Principal Consultant, Forrester

12:30 pm – 1:00 pm  
CDT

**Fireside Chat: Creating Inclusion Change That Sticks – What Do Leaders Need To Know And Do**

Speakers:  
Ash Mukherjee, Solution Partner, Forrester  
Audrey Campell, Global Head of Diversity & Inclusion, London Stock Exchange

**Super Monday, Dec 5**

3:00 pm – 5:00 pm  
CDT

**Workshop: Boost Your Insights-Driven Business Maturity**

Speakers:  
Boris Evelson, Vice President, Principal Analyst, Forrester  
Julie Young, Senior Consultant, Forrester

**Super Monday, Dec 5**3:00 pm – 5:00 pm  
CDT**Workshop: Get Your Data Governance Program Ready For Personalization And AI**

Speakers:  
 Jayesh Chaurasia, Analyst, Forrester  
 Faram Medhora, Principal Consultant, Forrester

3:00 pm – 5:00 pm  
CDT**ForWomen Leadership Program: Advancing Women's Leadership In Data Strategy & Insights**

Speakers:  
 Srividya Sridharan, VP, Group Director, Forrester  
 Kim Herrington, Senior Analyst, Forrester  
 Cortnie Abercrombie, Author, Founder, and CEO, AI Truth  
 Catherine Beck, VP, Customer Experience & Analytics, Ameriprise Financial

5:00 pm – 6:00 pm  
CDT**Welcome Reception sponsored by KPMG****Tuesday, Dec 6**9:30 am – 9:40 am  
CDT**Welcome & Opening Remarks**9:45 am – 10:15 am  
CDT**Keynote: The Seven Habits Of Highly Trusted Artificial Intelligence**

Speakers:  
 Brandon Purcell, VP, Principal Analyst, Forrester

10:15 am – 10:45 am  
CDT**Keynote: From Emerging Technology To Action: The Key To Market Domination**

Speakers:  
 Brian Hopkins, VP, Emerging Tech Portfolio, Forrester

Tuesday, Dec 6

10:50 am – 11:50 am  
CDT

**Marketplace Break**

**Atlan: Activate Your Metadata with Atlan**

Speakers:  
Austin Kronz, Director of Data Strategy, Atlan

**CData Software: Lift and Shift to the Cloud without Breaking Anything**

Speakers:  
Vincent Lam, VP Marketing & Strategy, CData Software

**Denodo: Data Fabric vs. Data Mesh: Does it Matter?**

Speakers:  
Ravi Shankar, CMO, Denodo

**Stardog: Accelerating Analytics and AI with Knowledge Graphs**

Speakers:  
Steve Fuller, VP Solutions Consulting and Engineering, Stardog

11:50 am – 12:20 pm  
CDT

**Breakout Sessions**

**BUILD A RESILIENT DATA FOUNDATION STRATEGY**

**Buzzworthy Or Buzzkill: Data Mesh And Data Fabric**

Speakers:  
Michele Goetz, VP, Principal Analyst, Forrester  
Noel Yuhanna, VP, Principal Analyst, Forrester

**TURN INSIGHTS INTO ACTION**

**Insights-Driven Business — A Key Pillar For Customer Obsession And Future Fit Technology Strategy**

Speakers:  
Boris Evelson, Vice President, Principal Analyst, Forrester

**CREATE INTELLIGENCE WITH AI**

**The Value Of Tilting At Windmills: Synthetic Data In AI And Beyond**

Speakers:  
Rowan Curran, Analyst, Forrester  
Jeremy Vale, Researcher, Forrester

Tuesday, Dec 6

12:30 pm – 1:00 pm  
CDT

### **Case Study Sessions**

#### **Acxiom: Purpose, Platforms and Profits - A Digital Experience Optimization Case Study**

Speakers:

Larry Bevens, Director, Financial Services Analytics Strategy, Acxiom

Scot Richardson, Director of Data Science Strategy and Visualization, Acxiom

#### **How MX leverages Domo to provide data insights**

Speakers:

Mark Maughan, Chief Analytics Officer, Domo

Clint M. Johnson, Director, Client Analytics, MX Technologies

Adam Turner, Sr. Director of Business Analytics, MX Technologies

#### **Neustar, A TransUnion Company: Neustar & Movio: Building and Measuring High-Performing Audiences**

Speakers:

Kyle Mohan, Director, Media & Ad Tech Partnerships, Neustar, A TransUnion Company

Amy Garcia, Vice President, Movio, a Vista Company

#### **Teradata: Enterprise Data and Analytics Modernization**

Speakers:

Michael Parris, SVP Data & Analytics, Texas Health Resources

**Tuesday, Dec 6**1:00 pm – 2:00 pm  
CDT**Lunch & Marketplace Break****Ab Initio: Active>Metadata – for business agility and control**

Speakers:

Garry Katz, Strategic Advisor, Ab Initio

**Affinity Solutions: Movie Metrics: How Unique Data & Insights illustrates Brand Value**

Speakers:

Paul Ramirez, Director of Business Development, Affinity Solutions

Manu Singh, SVP of Data Strategy, Analytics &amp; Programmatic, National CineMedia (NCM)

**Esri & H-E-B: Visualize, Plan, and Innovate with Maps and Location Intelligence**

Speakers:

Liz Parrish, Manager of Geospatial Analytics &amp; Insights, H-E-B

**Reltio: Winning with unified, reliable, and real-time data**

Speakers:

Kim Toomey, Senior Solutions Consultant, Reltio

1:00 pm – 2:00 pm  
CDT**Executive Leadership Exchange (Invite-Only): Networking Lunch**

Tuesday, Dec 6

2:00 pm – 2:30 pm  
CDT

Breakout Sessions		
BUILD A RESILIENT DATA FOUNDATION STRATEGY	TURN INSIGHTS INTO ACTION	CREATE INTELLIGENCE WITH AI
<p><b>Map A Path To Federated Data Governance</b></p> <p>Speakers: Jayesh Chaurasia, Analyst, Forrester</p>	<p><b>Get Your Data Storytelling Starter Kit Today</b></p> <p>Speakers: Kim Herrington, Senior Analyst, Forrester</p>	<p><b>What's In Your Calls? Unlocking The Real Value Of Conversation Intelligence</b></p> <p>Speakers: Seth Marrs, Principal Analyst, Forrester Christina McAllister, Senior Analyst, Forrester Boris Evelson, Vice President, Principal Analyst, Forrester</p>

2:00 pm – 2:30 pm  
CDT

<p><b>Executive Leadership Exchange (Invite-Only): Panel: Data Analytics Journey</b></p> <p>Speakers: Brian Knollenberg, SVP, Marketing, BECU Melanie Whalen, VP of Analytics Department, Numerica Credit Union Aaron Katz, VP, Research Director, Forrester</p>		
--	--	--

**Tuesday, Dec 6**2:35 pm – 3:05 pm  
CDT**Case Study Sessions****Ab Initio and TransUnion - Business Agility Through Self-Service**

Speakers:

Shawn Emery, Vice President of Global Delivery, TransUnion

Kristian Desch, Senior Strategic Consultant, Ab Initio

**Affinity Solutions: Streaming Success – Navigating Fatigue & Fragmentation**

Speakers:

Damian Garbaccio, CMO &amp; Chief Business Officer, Affinity Solutions

R. Chase Miller, EVP, Strategy &amp; Corporate Development/ GM, Digital, Claritas

**Esri: The Unexpected Journey: From Intel to Business Insights**

Speakers:

Mik Lopez, Operations and Fusion Center Manager, Dell Technologies

**Reltio: Bulldozing Data Silos for Dodge Construction Network with Reltio's Modern MDM**

Speakers:

Manish Sood, CEO, Founder, and Chairman, Reltio

Keith Davies, CTO, Dodge Construction Network

2:35 pm – 3:05 pm  
CDT**Executive Leadership Exchange (Invite-Only): Hot Or Maybe Not: Emerging Technologies For Business Insights**

Speakers:

Mike Gualtieri, VP, Principal Analyst, Forrester

Christina McAllister, Senior Analyst, Forrester

Noel Yuhanna, Principal Analyst, Forrester

Boris Evelson, Vice President, Principal Analyst, Forrester



Tuesday, Dec 6

<p>3:15 pm – 3:45 pm CDT</p>	<p><b>Breakout Sessions</b></p>		
	<p><b>BUILD A RESILIENT DATA FOUNDATION STRATEGY</b></p> <p><b>Future-Proof Your Data Architecture With Data Fabric 2.0</b></p> <p>Speakers: Noel Yuhanna, VP, Principal Analyst, Forrester</p>	<p><b>TURN INSIGHTS INTO ACTION</b></p> <p><b>The Revival Of Segmentation: Why It Still Matters</b></p> <p>Speakers: Zeid Khater, Analyst, Forrester</p>	<p><b>CREATE INTELLIGENCE WITH AI</b></p> <p><b>Buy — Do Not Build — Natural Language Processing Solutions</b></p> <p>Speakers: Boris Evelson, Vice President, Principal Analyst, Forrester</p>
<p>3:15 pm – 3:45 pm CDT</p>	<p><b>Executive Leadership Exchange (Invite-Only): AI By The People, For The People</b></p> <p>Speakers: Matthew Lease, Professor and Amazon Scholar, The University of Texas at Austin</p>		
<p>3:45 pm – 4:30 pm CDT</p>	<p><b>Marketplace Break</b></p> <p><b>CallMiner: Turning Customer Insights into Action with Conversation Analytics</b></p> <p>Speakers: Megan Keup, Product Marketing Manager, CallMiner</p> <p><b>Protegrity: Unlock More Data to Improve Your Data Intelligence</b></p> <p>Speakers: James Rice, VP Global Customer Solutions, Protegrity</p> <p><b>How Verisk Is Evolving Data-Driven Marketing</b></p> <p>Speakers: Jason Ford, Vice President of Alliances, Verisk Marketing Solutions</p>		
<p>4:00 pm – 4:30 pm CDT</p>	<p><b>AfterWords: The Seven Habits Of Highly Trusted Artificial Intelligence</b></p> <p>Speakers: Brandon Purcell, VP, Principal Analyst, Forrester</p>		

**Tuesday, Dec 6**4:00 pm – 4:30 pm  
CDT**Analyst-Led Meetups****Maximizing Data Science Team Performance**

Speakers:

Mike Gualtieri, VP, Principal Analyst, Forrester

**Ugh, the Economy! Adapting to Changing Market Conditions.**

Speakers:

Aaron Katz, VP, Research Director, Forrester

**Finding Insights Within Conversations**

Speakers:

Christina McAllister, Senior Analyst, Forrester

Seth Marrs, Principal Analyst, Forrester

4:30 pm – 5:00 pm  
CDT**Keynote: How To Build Trust In Your Tech In Uncertain Times**

Speakers:

Cortnie Abercrombie, Author, Founder, and CEO, AI Truth

5:00 pm – 5:30 pm  
CDT**Keynote: Burnout: A Love Story**

Speakers:

Jonathan Roberts, Analyst, Forrester

5:30 pm – 6:30 pm  
CDT**Evening Reception**

**Wednesday, Dec 7**

8:30 am – 9:15 am CDT	<b>Boardroom Session with Acxiom: Making Sense of Clean Rooms</b>  Speakers: Bhavna Godhania, Senior Director of Strategic Partnerships, Acxiom
9:30 am – 9:40 am CDT	<b>Welcome Back</b>  Speakers: Brandon Purcell, VP, Principal Analyst, Forrester
9:40 am – 10:10 am CDT	<b>Keynote: Kinetic AI Is The Business Platform Of Tomorrow</b>  Speakers: Michele Goetz, VP, Principal Analyst, Forrester
10:15 am – 10:45 am CDT	<b>Keynote Panel: Leading With Next-Gen AI</b>  Speakers: Srividya Sridharan, VP, Group Director, Forrester Mark Maughan, Chief Analytics Officer, Domo Chris Twogood, Senior Vice President, Global Marketing, Teradata Corporation Michael Finnerty, SVP, Marketing Solutions Global Services, Neustar, A TransUnion Company

Wednesday, Dec 7

10:45 am – 11:35 am  
CDT

**Marketplace Break**

**Action: REAL Real-Time Analytics**

Speakers:

Dominic Sartorio, SVP, Products, Actian

**Vertica: Get into Production Faster with In-Database Machine Learning**

Speakers:

Paige Roberts, Open Source Relations Manager, Vertica

**Yellowbrick: Actively embracing distributed data analytics with Yellowbrick**

Speakers:

Joey Foley, Senior Systems Engineer, Yellowbrick

11:00 am – 11:30 am  
CDT

**AfterWords: Kinetic AI Is The Business Platform Of Tomorrow**

Speakers:

Michele Goetz, VP, Principal Analyst, Forrester

11:35 am – 12:05 pm  
CDT

**Breakout Sessions**

**BUILD A RESILIENT DATA FOUNDATION STRATEGY**

**Tidy Up Customer Journeys With Data Clean Rooms**

Speakers:

Tina Moffett, Principal Analyst, Forrester

**TURN INSIGHTS INTO ACTION**

**Silent But Deadly — Tackling The Silent Churn Problem**

Speakers:

Brandon Purcell, VP, Principal Analyst, Forrester  
Jeremy Vale, Researcher, Forrester

**CREATE INTELLIGENCE WITH AI**

**Which AI/ML Platform Is Right For You?**

Speakers:

Mike Gualtieri, VP, Principal Analyst, Forrester  
Rowan Curran, Analyst, Forrester

**Wednesday, Dec 7**

11:35 am – 12:05 pm  
CDT

**Executive Leadership Exchange (Invite-Only): Leadership Dashboards: Making Them Work for You**

Speakers:

Aaron Katz, VP, Research Director, Forrester

Ross Graber, VP, Principal Analyst, Forrester

12:15 pm – 12:45 pm  
CDT

**Case Study Sessions**

**data.world: Real Life Agile Data Governance at Indeed**

Speakers:

Meghan Therrien, Director of Data Governance , Indeed

Jon Loyens, Chief Product Officer, data.world

**Domino Data Lab: The \$20M Value of Empowering Data Scientists**

Speakers:

Kjell Carlsson, Head of Data Science Strategy & Evangelism, Domino Data Lab

**Metric Insights: Enterprise Reporting: 6 Best Practices for Achieving Order from Chaos**

Speakers:

Ken Elliott, Vice President, Data & Analytics, WM

**Nielsen: Data Transformations deliver new analytics in a Fragmented Media Landscape**

Speakers:

Molly Poppie, VP, Product Strategy & Research, Nielsen

12:15 pm – 12:45 pm  
CDT

**Executive Leadership Exchange (Invite-Only): Elevate HR, Accelerate your Corporate Strategy**

Speakers:

Greg Pridgeon, Senior Analyst, Forrester

**Wednesday, Dec 7**

12:45 pm – 1:45 pm  
CDT

**Lunch & Marketplace Break**

**Domo: Amplify the value of data in your business**

Speakers:

Ryan Bates, Manager, Solutions Consulting, Domo

**Neustar, A TransUnion Company: Own Your Data Destiny in an Uncertain Future**

Speakers:

Kyle Mohan, Director, Media & Ad Tech Partnerships, Neustar, A TransUnion Company

**Nielsen: How Connectivity and Collaboration Drive Insights and Action**

Speakers:

Tina Wilson, EVP, Marketing Analytics, Nielsen

**Teradata: Introduction to Teradata ClearScope Analytics™**

Speakers:

Robin Jessani, Director of Technical Product Marketing, Teradata

1:45 pm – 2:15 pm  
CDT

**Breakout Sessions**

**BUILD A RESILIENT DATA FOUNDATION STRATEGY**

**Creativity And Communication Surge As AI And Data Teams Get Personal In 2023**

Speakers:

Kim Herrington, Senior Analyst, Forrester  
Rowan Curran, Analyst, Forrester

**TURN INSIGHTS INTO ACTION**

**The B2B Revenue Engine: Bridging The Insights Gap**

Speakers:

Ross Graber, VP, Principal Analyst, Forrester

**CREATE INTELLIGENCE WITH AI**

**A Hitchhiker’s Guide To AI Governance**

Speakers:

Brandon Purcell, VP, Principal Analyst, Forrester  
Michele Goetz, VP, Principal Analyst, Forrester

Wednesday, Dec 7

2:20 pm – 2:50 pm  
CDT

**Case Study Sessions**

**Dataiku: Entering the Era of Everyday AI**

Speakers:

Conor Jensen, VP of Strategy, Dataiku

**DataRobot: How to Preserve AI Investments During Budget Cuts**

Speakers:

Edward Kwartler, Field CTO, DataRobot

**Dun & Bradstreet: The Modern MDM Playbook: 3 Key Principles**

Speakers:

Gurpinder Dhillon, Vice President – Master Data Business, Dun & Bradstreet

**Zeta: Innovative Approach to Detect + Stop Silent Churn**

Speakers:

Pavan Korada, SVP Data Science & Analytics, Zeta

2:50 pm – 3:35 pm  
CDT

**Marketplace Break**

**Adverity: Telling powerful stories with omnichannel data**

Speakers:

Joseph Caponsacco, Sr. Account Executive, Adverity

Wednesday, Dec 7

3:00 pm – 3:30 pm  
CDT

**Analyst-Led Meetups**

**Getting Your First Win with AI**

Speakers:

Aldila Yunus, Researcher, Forrester

Aaron Katz, VP, Research Director, Forrester

**Best Practices: MDM and Data Quality**

Speakers:

Noel Yuhanna, VP, Principal Analyst, Forrester

Jayesh Chaurasia, Analyst, Forrester

**Keeping Your Customer Segmentation Alive**

Speakers:

Zeid Khater, Analyst, Forrester

3:40 pm – 4:10 pm  
CDT

**Keynote: Trustworthy Data, Trustworthy Insights, And Measurable Skills Growth: The Foundation For A Data-Driven Culture**

Speakers:

Jay Franklin, Senior Vice President, Enterprise Data and Analytics, First Tech Federal Credit Union

4:10 pm – 4:40 pm  
CDT

**Keynote: Introducing The Determinants Of Data Literacy**

Speakers:

Kim Herrington, Senior Analyst, Forrester

4:40 pm – 4:45 pm  
CDT

**Closing Remarks**

Speakers:

Event PDF Generator, ,