



FORRESTER®

B2B Summit North America 2023

Austin & Digital

June 5, 2023 – June 7, 2023

Agenda

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Bold Starts, Jun 4

1:00 pm – 5:30 pm CDT	ForrWomen Leadership Program: Advancing Women’s Leadership (In-Person Only) Speakers: Cheryl Cook, SVP Global Partner & OEM Marketing, Dell Andrea Brody, Chief Marketing Officer, Riskconnect Katy Tynan, VP, Principal Analyst, Forrester Maria Chien, VP, Principal Analyst, Forrester		
2:00 pm – 2:30 pm CDT	Foundations		
	B2B MARKETING EXECUTIVES	REVENUE OPERATIONS	PRODUCT MANAGEMENT
	Foundations: B2B Marketing Executives Speakers: Matthew Selheimer, VP, Research Director, Forrester	Foundations: Revenue Operations Speakers: Cristina De Martini, VP, Research Director, Forrester	Foundations: Product Speakers: Lisa Singer, VP, Principal Analyst, Forrester
2:35 pm – 3:05 pm CDT	Foundations		
	DEMAND & ABM		SALES
	Foundations: Demand And Account-Based Marketing Speakers: Lisa Nakano, VP, Principal Analyst, Forrester		Foundations: B2B Sales Speakers: Mike Pregler, VP, Research Director, Forrester
2:35 pm – 3:50 pm CDT	Forrester Certification Workshop: Optimize The Revenue Process For Growth (In-Person Only) Speakers: Terry Flaherty, VP, Principal Analyst, Forrester , ,		
3:10 pm – 3:40 pm CDT	Foundations		
	PARTNER ECOSYSTEM MARKETING		PORTFOLIO MARKETING
	Foundations: Partner Ecosystem Marketing Speakers: Hannibal Scipio, Principal Analyst, Forrester		Foundations: Portfolio Marketing Speakers: Amy Hayes, VP, Research Director, Forrester
4:00 pm – 5:15 pm CDT	Forrester Certification Workshop: Plan For Audience-Centricity (In-Person Only) Speakers: Barbara Winters, Principal Analyst, Forrester Patrick Hayes, Product Manager, Certification, Forrester		
5:00 pm – 6:00 pm CDT	Executive Leadership Exchange (Invite-Only): Exclusive Welcome Networking Reception Speakers: Matthew Selheimer, VP, Research Director, Forrester Nick Buck, VP, Principal Analyst, Forrester		
5:30 pm – 7:00 pm CDT	Poolside Welcome Reception (In-Person Only)		

Monday, Jun 5

8:00 am – 9:15 am CDT	Forrester Certification Workshop: Optimize The Revenue Process For Growth (In-Person Only) Speakers: Terry Flaherty, VP, Principal Analyst, Forrester Patrick Hayes, Product Manager, Certification, Forrester
9:30 am – 9:45 am CDT	Welcome & Opening Remarks Speakers: George Colony, CEO, Forrester
9:45 am – 10:15 am CDT	Keynote: Introducing Forrester's B2B Customer-Obsessed Growth Engine Speakers: John Arnold, Principal Analyst, Forrester
10:15 am – 10:45 am CDT	Keynote: Buyer Value Is The Core Of Your Customer-Obsessed Growth Engine Speakers: Katie Fabiszak, Principal Analyst, Forrester
11:15 am – 11:45 am CDT	Marketplace Break (In-Person Only) 11:15 am CDT - Align BI: Why Media Mix Models are Better Than Attribution Speakers: Ryan Hobson, Partner, Align BI 11:15 am CDT - Progress: Chatbots, Personalization & Content Management Speakers: Ashish Malpani, Senior Director, Product Marketing, Progress 11:30 am CDT - INFUSEmedia: Voice of the B2B Market Research Speakers: Becky Bogart, VP Strategic Accounts, INFUSEmedia 11:30 am CDT - Pipl: Solving the Identity Crisis with Open Source Intelligence Speakers: Josh Plymale, VP of Sales, Pipl

Monday, Jun 5

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

B2B MARKETING EXECUTIVES	B2B MARKETING EXECUTIVES	B2B MARKETING EXECUTIVES
Programs Of The Year: B2B Marketing Executives Speakers: Gail Moody-Byrd, Vice President, Marketing, LinkedIn Sales Solutions, LinkedIn Rani Salehi, Principal Analyst, Forrester	How CMOs Support The Six Ways A Company Can Grow Speakers: Barbie Mattie, VP, Principal Analyst, Forrester	The B2B CSR Revolution Is Now Speakers: Ian Bruce, VP, Principal Analyst, Forrester
DEMAND & ABM	DEMAND & ABM	DEMAND & ABM
Surprise, You Have A Cross-Sell Goal! How To Approach Expansion Scenarios Speakers: Amy Bills, VP, Principal Analyst, Forrester	Revenue Development Trends: Four Truths And A Lie Speakers: Amy Hawthorne, Principal Analyst, Forrester Seth Marrs, Principal Analyst, Forrester	Lifecycle Revenue Marketing Is The Future Of B2B Growth Speakers: John Arnold, Principal Analyst, Forrester
REVENUE OPERATIONS	REVENUE OPERATIONS	REVENUE OPERATIONS
Revenue Operations: Release Customer Value And Commercial Impact Speakers: Laura Cross, VP, Principal Analyst, Forrester	Integrating Businesses: How Revenue Operations Navigates Consolidation For Growth Speakers: Vicki Brown, VP, Principal Analyst, Forrester	Achieving An Integrated Revenue Plan: Blueprint For Optimized Success Speakers: Robert Muñoz, VP, Principal Analyst, Forrester
PARTNER ECOSYSTEM MARKETING	PORTFOLIO MARKETING	PORTFOLIO MARKETING
The Meteoric Rise Of Partner Ecosystems Is Driving B2B Growth Speakers: Maria Chien, VP, Principal Analyst, Forrester	Managing Buyer Experience Changes Everything: Your 1-2-3 Guide To Getting Started Speakers: Barbara Winters, VP, Principal Analyst, Forrester Ross Graber, VP, Principal Analyst, Forrester	Back Of The Pack To Victory Lap: Unlocking Insights That Drive Action Speakers: Brittany Viola, Analyst, Forrester Katie Linford, Principal Analyst, Forrester
PRODUCT MANAGEMENT	SALES	SALES
Building Winning Digital Products: Keys To Success Speakers: Lisa Singer, VP, Principal Analyst, Forrester	Seven Must-Have Ingredients Of Your Ideal Sales Readiness Technology Speakers: Eric Zines, Principal Analyst, Forrester	Avoiding Sales Content Purgatory: The Six Essential Elements For Success Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester

Monday, Jun 5

12:25 pm – 12:55 pm
CDT**Case Studies (In-Person Only)****6sense: How to Do Frictionless, Revenue-Generating ABM**

Speakers: John Krouse, Senior Manager, ABM, Twilio Segment

Bigtincan: Fabletics - sweat to success. Personalized learning engages employees

Speakers: Katherine Dela Cruz, Sr. Director of Retail Operations, Fabletics Grechelle McCoy, Manager, Retail Training and Development, Fabletics

Calendly: Smith.ai: How to Transform MQLs into Sales Meetings, Instantly

Speakers: Jeff Hardison, Head of Product Marketing, Calendly Bryce Kropf, Sales Enablement Manager, Smith.ai

Cvent: Seismic's Quest to Build Brand Advocacy with Events: A Cvent-Powered Journey

Speakers: Katie Brunette, Senior Director, Global Events & Campaigns, Seismic

Integrate: Unlocking the Key to Customer Connection

Speakers: Colby Cavanaugh, SVP of Marketing, Integrate

MRP: GoTo's Winning Formula: From Account-Based Strategy to Scaled Channel Success

Speakers: Melissa Van Dover, Director Partner Marketing - NA, GoTo Christopher Rack, CEO, MRP

Outreach: How Unified Revenue Operations Strategy Drives External Growth

Speakers: Ashley Naumann Vonella, Sales Enablement & Operations Senior Team Manager, VelocityEHS

Rattle: Signal vs. Noise: How Gong.io Turns Up Sales Efficiency with Rattle

Speakers: David Kohn, Director of Revenue Operations, Gong.io Sahil Aggarwal, Co-founder & CEO, Rattle

Seismic: Enabling in the age of product led growth

Speakers: Rebecca Reyes, VP Enablement & Client Learning, IBM Heather Cole, Vice President, Market Insights, Seismic

The Marketing Practice: How Rebranding Transformed the World's Perceptions of Nutanix

Speakers: Annie Headley, Vice President of Corporate Marketing, Nutanix

Wpromote: How Intuit QuickBooks Improves Search With First-Party Data

Speakers: Aubrie LaMar, Managing Director and VP of Client Services, Wpromote Brad Neelan, Head of Holistic Search, Intuit Quickbooks

ZoomInfo: How ZoomInfo Customers Win Faster with an Efficient GTM

Speakers: Andrew Bennett, CMO, Smartsheet Kris Rudeegraap, CEO, Sendoso Liz Tassey, VP of Marketing, BlueOcean Henry Schuck, Chief Executive Officer, ZoomInfo

Monday, Jun 5

12:55 pm – 2:10 pm
CDT

Lunch & Marketplace Break (In-Person Only)**1:15 pm CDT - Highspot: Avoid 4 Enablement Pitfalls that Block Sales Productivity**

Speakers: Tom McMahon, Sr. Product Marketing Manager, Highspot

1:30 pm CDT - Bigtincan: Honey, I Cloned the Coach: Scaling sales coaching

Speakers: Ryan Mathers, Sales Engineering Team Lead, Bigtincan

1:45 pm CDT - 6sense: Can't Spell MASSIVE PIPELINE GENERATION without Generative AI

Speakers: Ami Arad, Principal Product Evangelist, 6sense

2:00 pm CDT - ZoomInfo: Demystify Intent and Turn It Into Revenue

Speakers: Bryan Law, Chief Marketing Officer, ZoomInfo

12:55 pm – 1:55 pm
CDT

Executive Leadership Exchange (Invite-Only): Exclusive Lunch With Our Day One Keynote Presenter

Speakers: Dara Treseder, CMO, Autodesk Matthew Selheimer, VP, Research Director, Forrester

Monday, Jun 5

2:10 pm – 2:40 pm
CDT**Breakout Sessions****B2B MARKETING EXECUTIVES****Are You Terrified Of Retention? Perhaps You Should Be**

Speakers: Craig Moore, VP, Principal Analyst, Forrester

DEMAND & ABM**First To The Future: What Lifecycle Revenue Marketing Means For Demand/ABM**Speakers: Nora Conklin, Principal Analyst,
Forrester Kelvin Gee, Principal Analyst, Forrester**DEMAND & ABM****Smarter, Faster, Better: Seven Capabilities To Power Future Lifecycle Revenue Marketing Teams**

Speakers: Lisa Gately, Principal Analyst, Forrester

REVENUE OPERATIONS**Navigating Today's Privacy Landscape**

Speakers: Stephanie Liu, Senior Analyst, Forrester

REVENUE OPERATIONS**Advanced Insights Enable Revenue Teams To Move From Relay To Adventure Racing**Speakers: Seth Marrs, Principal Analyst,
Forrester Malachi Threadgill, VP of Growth and Product Marketing, Broadvoice**REVENUE OPERATIONS****Making Sense Of The B2B Intent Data Landscape**

Speakers: Brett Kahnke, Principal Analyst, Forrester

PARTNER ECOSYSTEM MARKETING**Redesign Or Rearchitect? Plotting The Path For Partner Attribution**Speakers: Kathy Contreras, VP, Principal Analyst,
Forrester**PORTFOLIO MARKETING****Get An Edge With A Centralized Approach To Market And Competitive Intelligence**

Speakers: Beth Caplow, VP, Principal Analyst, Forrester

PORTFOLIO MARKETING**Programs Of The Year: Portfolio Marketing**

Speakers: Joel Conover, Sr. Director, Portfolio Marketing, Keysight Barbara Winters, VP, Principal Analyst, Forrester

PRODUCT MANAGEMENT**Accelerate Customer Value With Empowered Product Teams**

Speakers: Tony Plec, Principal Analyst, Forrester

SALES**It's About the Customer — How Marketing And Sales Integrate For Success**Speakers: Amy Hawthorne, Principal Analyst,
Forrester Rick Bradberry, Principal Analyst, Forrester**SALES****Get Your Stories Straight: Sales And Marketing Collaboration For Better Case Studies**Speakers: Jennifer Bullock, Principal Analyst,
Forrester Amy Bills, VP, Principal Analyst, Forrester**SALES****That's Not My Enablement Job ... Or Is It?**

Speakers: Peter Ostrow, VP, Principal Analyst, Forrester

Monday, Jun 5

2:50 pm – 3:20 pm
CDT**Case Studies (In-Person Only)****6sense: Welcome to the Age of Intelligence**

Speakers: Latané Conant, Chief Market Officer, 6sense Michael George, VP of Brand & Digital Experience, 6sense

Bigtincan: CloroxPro's Quest for Unification

Speakers: Holly Jennings, Director of Sales, Capabilities, The Clorox Company Anja Steinke, Digital Transformation Lead, B2B, The Clorox Company

Bombora: From Data to Wins: Trustwave's Approach to Transforming Their GTM with Intent Data

Speakers: Chris Davis, VP Growth Marketing, Trustwave

Demandbase: How Martech Helped Put the Customer at the Center of Anaplan's Marketing

Speakers: Kerri Vogel, Vice President, Revenue Marketing, Anaplan Sadie Beckius, Vice President of Sales Development, Anaplan

Dun & Bradstreet: True Stories of Successful Master Data Management

Speakers: Neil Honaker, Data Hygiene / Data Privacy Manager, Essity Jackie McBrady, Sr Director, Lead-Finance Applications EMEA, Cushman & Wakefield Jenn Atkins, CMO, Dun & Bradstreet

Fathom: Lead Change and Build a Marketing Powerhouse

Speakers: Barbara Moreno, Vice President, Marketing, Allied Universal® Brittany Trafis, Executive Vice President, Digital Marketing, Fathom

Highspot: How GOJO Achieved Rapid Adoption for Selling Success

Speakers: Dean DeCarlo, VP, Sales Development, GOJO Industries, Inc.

Impartner: Achieve and prove partner ROI with Impartner + AscendX Digital

Speakers: Sherry Foster, President and Co-Founder, AscendX Digital Inc. Dave Taylor, CMO, Impartner

Informatica and Leadspace: The AI-Driven Growth Engine

Speakers: Marge Brea, President, Leadspace Rod Lehman, SVP, Global Field Marketing & Business Development, Informatica Kevin Bennett, Vice President, Marketing Operations & Analytics, Informatica

How Cloudera and Unbabel Shorten Sales Cycles and Optimize Resources with Reprise Demos

Speakers: Evan Powell, Co-Founder and VP of Operations, Reprise

Google Cloud's Rev-X team combines Data Science with Salesloft to help drive Cloud's Q4 pipe 32% YoY

Speakers: Alec Mirchandani, Global Strategy & Operations Manager, Google Cloud Patricio Noboa Hidalgo, Head of Revenue Acceleration Programs, Google Cloud

TechTarget: From Click to Close: Optimize Revenue With Intent

Speakers: Mary Beth Labuda, Sr. Director, Digital Tech and Performance Marketing, SolarWinds John Steinert, Chief Marketing Officer, TechTarget

ZoomInfo: How Sendoso Modernized Their Go To Market

Speakers: Kris Rudeegraap, CEO, Sendoso Henry Schuck, Chief Executive Officer, ZoomInfo

Monday, Jun 5

3:20 pm – 4:15 pm
CDT**Analyst-Led Roundtables (In-Person Only)****Marketing, Sales, and Product Alignment: Yes, It CAN Happen**

Speakers: Anne Slough, Principal Analyst, Forrester

Getting Started With Your Customer-Obsessed Growth Engine

Speakers: John Arnold, Principal Analyst, Forrester

Generative AI: A Reality Check

Speakers: Lisa Gately, Principal Analyst, Forrester

Make Customer Value Realization Stick

Speakers: Amy Bills, VP, Principal Analyst, Forrester

“Goodbye, MQL’s” Means “Hello, Culture Change”

Speakers: Terry Flaherty, VP, Principal Analyst, Forrester

3:20 pm – 4:15 pm
CDT**Marketplace Break (In-Person Only)****3:25 pm CDT - 2X: How Marketing as a Service Enables Organizational Flexibility**

Speakers: Domenic Colasante, Chief Executive Officer, 2X Greg Pumilia, Former VP of Demand Generation at SAP and Chief Customer Officer, 2X

3:25 pm CDT - Stensul: How Cisco reduced email creation time by 90%

Speakers: Venkata Krishnamurthy, Director, Digital Technology Solutions, Chief Marketing Technologist, Cisco Noah Dinkin, Founder and CEO, Stensul

3:40 pm CDT - TestBox Presents The Customer-Led Growth Toolkit

Speakers: Olivier Labbé, SVP of Revenue, TestBox

3:55 pm CDT - Knak: How to Scale Email and Landing Page Creation

Speakers: Nick Donaldson, Director of Growth, Knak

3:55 pm CDT - WordPress VIP: The Looming GA4 Deadline: Why Your Team Needs Content Analytics

Speakers: Daniela Bloch, Project Manager, Parse.ly

4:15 pm – 4:45 pm
CDT**Return On Integration Honors Keynote**

Speakers: JoAnn Tillman, Manager, Partner Engagement Strategy, Cisco Jeanne Quinn, Director, Partner Engagement & Thought Leadership, Cisco

4:45 pm – 5:15 pm
CDT**Guest Keynote: A Conversation With Dara Treseder, CMO, Autodesk**

Speakers: Dara Treseder, CMO, Autodesk Bob Safian, Advisor and Podcast Host, The Flux Group

5:15 pm – 6:45 pm
CDT**Reception**

Monday, Jun 5

6:00 pm – 7:30 pm CDT	Executive Leadership Exchange (Invite-Only): Exclusive Private Dinner
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Tuesday, Jun 6

8:30 am – 9:15 am CDT	Breakfast Boardroom with Hushly: Stepping into the Future: A Sneak Peek at AI Digital Experiences of Tomorrow (In-Person Only) Speakers: James Kessinger, CMO & COO, Hushly Arif Khan, VP Data Science, Hushly
8:30 am – 9:15 am CDT	Breakfast Boardroom with Planful: Building an Agile, ROI-driven, CFO-friendly Marketing Budget (In-Person Only) Speakers: Scott Leatherman, CMO, Viral Nation Rowan Tonkin, CMO, Planful
9:30 am – 10:00 am CDT	Keynote Panel: Align Marketing, Product, And Sales Around Buyer Value To Propel Growth Speakers: Dave Frankland, VP, Research Director, Forrester Sam Somashekar, Principal Analyst, Forrester Anne Slough, Principal Analyst, Forrester Laura Ramos, VP, Principal Analyst, Forrester
10:00 am – 10:30 am CDT	Return On Integration Honors Keynote Speakers: Cindy Matos, VP of Transformation and Governance, IBM Patty Foley-Reid, Campaign Program Leader, IBM
10:30 am – 11:10 am CDT	Marketplace Break (In-Person Only) 10:35 am CDT - Highspot: Maximize Your Revenue Tech Investments with Highspot Speakers: Jarod Greene, CMO, Vivun 10:35 am CDT - Postal: Fire Up the ABM BBQ: 2 (CRO Approved) Ways to Ignite Your Marketing Strategy Speakers: Erik Kostelnik, CEO, Postal 10:50 am CDT - Bigtincan: Meet your seller's new superpower: their personal AI assistant Speakers: Garrett Joiner, Sr. Enterprise Sales Engineer, Bigtincan 10:50 am CDT - Defining the future of predictive marketing with Explorium Speakers: Ras Gill-Boulos, Chief Marketing Officer, Explorium

Tuesday, Jun 6

11:10 am – 11:40 am
CDT**Breakout Sessions****B2B MARKETING EXECUTIVES****CMOs: Evaluate Marketing Performance And Value With Marketing Operations**

Speakers: Barbie Mattie, VP, Principal Analyst, Forrester

B2B MARKETING EXECUTIVES**Preserving Your Corporate Values In Tough Times**

Speakers: Karen Tran, Principal Analyst, Forrester

B2B MARKETING EXECUTIVES**What CMOs Should Know About Lifecycle Revenue Marketing**

Speakers: Matthew Selheimer, VP, Research Director, Forrester

DEMAND & ABM**Up Your Game: Driving Better Results Through Revenue Process Improvement**

Speakers: Terry Flaherty, VP, Principal Analyst, Forrester

DEMAND & ABM**How Global Should You Go? Calibrating Localization Investment**

Speakers: Kathleen Pierce, Principal Analyst, Forrester

REVENUE OPERATIONS**Programs Of The Year: Marketing Operations**

Speakers: Tim Meehan, Principal Data Scientist, Marketing Analytics, Unum Vicki Brown, VP, Principal Analyst, Forrester

REVENUE OPERATIONS**How To Build A B2B Marketing Measurement And Insights Organization**

Speakers: Brett Kahnke, Principal Analyst, Forrester

REVENUE OPERATIONS**The State Of Sales Technology: Findings From Our Tech Tide**

Speakers: Steve Silver, VP, Research Director, Forrester

PARTNER ECOSYSTEM MARKETING**Personalize The Partner Experience For Optimal Engagement And Loyalty**

Speakers: Carrie Hayes, Principal Analyst, Forrester

PORTFOLIO MARKETING**Category Creation For Fun And Profit**

Speakers: John Buten, Principal Analyst, Forrester

PORTFOLIO MARKETING**Designing Go-To-Market Strategies To Win In Tough Market Conditions**

Speakers: Katie Fabiszak, Principal Analyst, Forrester Amy Hayes, VP, Research Director, Forrester

PRODUCT MANAGEMENT**Supercharging Offering Growth With The Continuous Product Discovery Flywheel**

Speakers: Sam Somashekar, Principal Analyst, Forrester

SALES**Programs Of The Year: Sales**

Speakers: Morgan Momcilovich, Manager, Revenue Enablement, Sprout Social Peter Ostrow, VP, Principal Analyst, Forrester

SALES**Retention Starts At Onboarding: Effective Onboarding Is The Key To Customer Value**

Speakers: Shari Srebnick, Principal Analyst, Forrester

11:40 am – 12:30 pm
CDT**Executive Leadership Exchange (Invite-Only): Exclusive Facilitated Q&A With Award Winners**

Speakers: Patty Foley-Reid, Campaign Program Leader, IBM Cindy Matos, VP of Transformation and Governance, IBM Morgan Momcilovich, Manager, Revenue Enablement, Sprout Social Peter Zink, Sr Director, Revenue Enablement, Sprout Social Nick Buck, VP, Principal Analyst, Forrester

Tuesday, Jun 6

11:50 am – 12:20 pm
CDT**Case Studies (In-Person Only)****Adobe: Legacy, my SaaS**

Speakers: Tony Lombardo, Vice President Customer Marketing, Commvault Jill Steinhour, Director, Industry Strategy Hi-Tech, Adobe

Activate: How Google Chrome Utilized a Unique Program to Generate Full-Funnel ABM Leads**Chili Piper: What to Do When Your Demo Form Conversion Rates Suddenly Drop by 40%**

Speakers: Stew Hillhous, Head of Content, Mutiny Arthur Castillo, Head of Dark Social & Evangelism, Chili Piper

Digitalzone: Navigating the New B2B Buyer Journey: Beyond Ordinary Perspectives to Drive Success.

Speakers: Eboni Ryan, VP of Marketing , Digitalzone Tamrah Buhr, Senior Director, Demand Generation, G-P Jennifer Holmes, Director, Demand Generation, G-P

GE Digital & Ledger Bennett: Customer Lifetime Value and the 15 interactions that create it

Speakers: , , Francis Kuszniir, Global Marketing Director, Power Generation and Oil & Gas, GE Digital

Mindtickle: Activating the Field at Scale at Cisco: How to transform the behavior of tens of thousands of sellers

Speakers: Cameron Tanner, Senior Director, Global Sales Enablement, Cisco

MRP: Winning Net New: How ServiceNow Mirrors Buyer Journeys with Account-Based Orchestrations

Speakers: Ozlem Yilmaz, Sr. Manager, Strategic Programs & Experimental Marketing, ServiceNow Katrina Denk Gonzalez, Director of Marketing, Americas, MRP

Outreach: Aligning processes, people and tools in RevOps

Speakers: Pam Kong, Sales Operations, Zoom Video Communications

PathFactory: Proving Marketing ROI With Content AI At Siemens

Speakers: Shelly Aufray, Lead Management and Digital Marketing Campaign Strategist, Factory Automation, Siemens Industry, Inc.

People.ai: Shifting to Account-Based Selling with AI at Cisco

Speakers: Sandeep Kumar, GTM Strategy and Revenue Operations Leader, Cisco

Showpad: Platform.sh Turns Relationships into Revenue

Speakers: Greg Qualls, Global Director of Revenue Enablement , Platform.sh Jen Atherley, Sr. Manager Regional Marketing, Showpad

Uberflip: Rev Up ABM Engagement with Relevant Content

Speakers: Randy Frisch, Chief Evangelist, Uberflip Mandy Hanson, Director, Global Account Based Marketing, Lacework

ZoomInfo: How BlueOcean Modernized Their Go To Market Through GTM Plays

Speakers: Liz Tassej, VP of Marketing, BlueOcean Bryan Law, Chief Marketing Officer, ZoomInfo

Tuesday, Jun 6

12:30 pm – 1:00 pm CDT	Return On Integration Honors Keynote Speakers: Katherine Chambers, VP of Revenue Marketing, Cart.com Michael Svatek, Chief Innovation Officer, Cart.com
1:05 pm – 2:05 pm CDT	Lunch & Marketplace Break (In-Person Only) 1:10 pm CDT - Klue: When the Pie Shrinks: How Revenue Leaders Are Responding to Competitive Market Conditions Speakers: Kalle Sveder, Sr. Director of Sales , Klue 1:25 pm CDT - Mindtickle: A Day as the Most Productive Sales Representative Speakers: Colleen Cimone, Enterprise Solution Consultant, Mindtickle 1:40 pm CDT - Storyblok: The ROI of Effective Content Management Strategies Speakers: Julius Hemingway, Analyst Relations Manager, Storyblok 1:55 pm CDT - Outreach: New era. New rules for B2B Sales. Speakers: Andrea Youmans, Senior Product Marketing Manager, Outreach
1:05 pm – 2:05 pm CDT	Lunch & Learn with Bigtincan (In-Person Only): Augmented Reality 101 Speakers: Joe Zeff, President, Joe Zeff Design

Tuesday, Jun 6

2:10 pm – 2:40 pm
CDT**Breakout Sessions****B2B MARKETING EXECUTIVES****Don't Get Crushed By The Next Wave Of B2B Revenue Transformation**

Speakers: Craig Moore, VP, Principal Analyst, Forrester

B2B MARKETING EXECUTIVES**Reengineer Skills And Modernize Digital Marketing With Purpose**

Speakers: Rani Salehi, Principal Analyst, Forrester

B2B MARKETING EXECUTIVES**Redefine The Customer Marketing And Customer Success Partnership To Drive Value**

Speakers: Laura Ramos, VP, Principal Analyst, Forrester

DEMAND & ABM**Marrying Fit And Intent To Fuel B2B Revenue Growth**

Speakers: Nora Conklin, Principal Analyst, Forrester

DEMAND & ABM**Using Generative AI To Scale Content With Quality And Impact**

Speakers: Lisa Gately, Principal Analyst, Forrester

DEMAND & ABM**The Emergence Of The B2B Revenue Marketing Platform**

Speakers: Malachi Threadgill, Principal Analyst, Forrester

REVENUE OPERATIONS**Building An Integrated Revenue Production Plan**

Speakers: Robert Muñoz, VP, Principal Analyst, Forrester

REVENUE OPERATIONS**Insights Into B2B Account-Based Selling Technology Trends And Disruptors**

Speakers: Anne Slough, Principal Analyst, Forrester

REVENUE OPERATIONS**Looking Back To See Ahead: Applying Touch Analysis To Understand Content Impact**

Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester

PARTNER ECOSYSTEM MARKETING**Programs Of The Year: Partner Ecosystem Marketing**

Speakers: Tracy-Ann Palmer, Vice President of Global Channel Sales Programs & Channel Compliance , VMware Inc. Carrie Hayes, Principal Analyst, Forrester

PORTFOLIO MARKETING**From Assets To Answers: Plan Content For Value, Not Volume**

Speakers: Kathleen Pierce, Principal Analyst, Forrester

PRODUCT MANAGEMENT**Programs Of The Year: Product**

Speakers: Michelle Jaenke, Principal Product Manager, Bayer Tony Plec, Principal Analyst, Forrester

SALES**Should Sales Reps Have A Quota On Day One? Let's Fix Onboarding!**

Speakers: Eric Zines, Principal Analyst, Forrester Seth Marrs, Principal Analyst, Forrester

SALES**Get The Best From Your Sales Reps: Put Assessments To The Test**

Speakers: Jennifer Bullock, Principal Analyst, Forrester Katy Tynan, Principal Analyst, Forrester

Tuesday, Jun 6

2:50 pm – 3:20 pm
CDT

Case Studies (In-Person Only)

6sense: Generating Pipeline with Generative AI

Speakers: Steve Hastert, Revenue Marketing, Vendavo Rich Fong, Sales Development, Senior Manager, Vendavo

Allego Case Study

Bigtincan: Immersive Industrial Engagement: IPG's Innovative Approach with AR/VR

Speakers: Jason Fisher, Vice President of Marketing and Client Services, IPG

Bombora: Actionable insights fuel Navan's Outbound Engine with Intent Data

Speakers: Colm Shalvey, VP Marketing , Navan

Demandbase: Lumen Creates a Smarter GTM with Demandbase

Speakers: Dawn Carey, VP of Field Marketing, Lumen

Dun & Bradstreet: How Data Drives Dassault's Double-Digit Growth

Speakers: Don Moore, NAM Sales Ops Excellence Expert, Dassault Systèmes Karlos Palmer, Chief Product Officer - Sales and Marketing Solutions, Dun & Bradstreet

Gong: Driving GTM Strategy with an Unfiltered Voice of Customer at ChiliPiper

Speakers: Tom Rowe, SVP of Sales, ChiliPiper

Highspot: How SailPoint uses Operational Rigor to Drive Sales

Speakers: Michelle Cox, Revenue Enablement Tools & Technology Manager,, SailPoint

Influitive: How VMware Tripled Engagement Through Loyalty and Advocacy

Speakers: Tiffany Hancher, Senior Customer Loyalty Manager, VMware

Intentsify: Sysdig Transforms ABM Using Full-Funnel Buyer Intent

Speakers: Stephanie Williams, Director, Global Campaigns, Sysdig Jennifer Ross, CMO, Intentsify

LeanData: From Alignment to Activation: Snowflake's Integrated ABM Approach

Speakers: Hillary Carpio, Senior Director Account Based Marketing, Snowflake Evan Liang, Co-Founder and CEO, LeanData

Openprise: Rimini Street's Road to RevOps

Speakers: Detrie Zacharias, Director, Global Operations - Data Management, Rimini Street

Sendoso: Cocktail Kits Stir Up Award Winning ROI

Speakers: Neil Shah, Head of Product Marketing, Sendoso Rob Willingham, Senior Manager of Strategic Marketing , LexisNexis

Tuesday, Jun 6

3:30 pm – 5:30 pm
CDT

Analyst Relations Exchange (In-Person Only)**Arrival, Coffee & Networking****Welcome and Kick Off**

Speakers: Chris Andrews, VP Product Management, Forrester

Forrester Research Strategy For High Tech & Service Provider

Speakers: Melissa Parrish, VP, Group Director, Forrester

Forrester's Research Methodology And Insights For High-Tech & Service Providers

Speakers: Danielle Jessee, Director, Evaluative Research, Forrester

Q&A With Forrester Executives**Private Reception with Forrester Analysts**

3:25 pm – 3:55 pm
CDT

Marketplace Break (In-Person Only)**3:30 pm CDT - Ceros: Standing Out in a Crowded Digital Landscape with Ceros**

Speakers: Tori Belkin, Head of Account Management, Ceros

3:30 pm CDT - Clearbit: Pipeline Alchemy: How real-time account intelligence can work funnel magic

Speakers: Sonia Moaiery, VP of Product Marketing, Clearbit

3:45 pm CDT - Machintel: Integrated marketing for a leading traveltech solutions provider

Speakers: Henson Gawliu Jr., Chief Marketing Officer, Machintel

3:45 pm CDT - Writer: Five generative AI secrets every CMO needs in her arsenal

Speakers: May Habib, Co-Founder and CEO, Writer Latané Conant, Chief Market Officer, 6sense

Tuesday, Jun 6

3:55 pm – 4:40 pm
CDT

Analyst-Led Roundtables (In-Person Only)**What Has Marketing Done for The Business Lately?**

Speakers: Ross Graber, VP, Principal Analyst, Forrester

Know When a Revenue Operations Function Is Right for You

Speakers: Brett Kahnke, Principal Analyst, Forrester

Kicking the Product-Centric Habit: What It Takes to Be Audience-Centric

Speakers: Beth Caplow, VP, Principal Analyst, Forrester

Partner Ecosystem Marketing Alignment: Within and Across

Speakers: Kathy Contreras, VP, Principal Analyst, Forrester

Riding The Waves of Change in Sales: Self-serve, E-commerce, and Product-led Growth

Speakers: Rick Bradberry, Principal Analyst, Forrester

3:55 pm – 4:30 pm
CDT

Executive Leadership Exchange (Invite-Only): Exclusive Facilitated "Birds Of A Feather" Small Group Discussions And Peer Networking

3:55 pm – 5:10 pm
CDT

Forrester Certification Workshop: Plan For Audience-Centricity (In-Person Only)

Speakers: Barbara Winters, Principal Analyst, Forrester Patrick Hayes, Product Manager, Certification, Forrester

7:00 pm – 10:00 pm
CDT

Reception & Guest Performance (In-Person Only)

Wednesday, Jun 7

9:00 am – 9:30 am
CDT**Breakout Sessions****B2B MARKETING EXECUTIVES**

How Trust Determines B2B Buyer Behaviors
Speakers: Ian Bruce, VP, Principal Analyst,
Forrester

B2B MARKETING EXECUTIVES

The Risks Of Cutting Your Brand Budget
Speakers: Karen Tran, Principal Analyst,
Forrester

DEMAND & ABM

**Is Your Digital Experience Helping Or
Hindering Buyers?**
Speakers: Renee Irion, Principal Analyst,
Forrester

DEMAND & ABM

**Seven Signal Sets That Power B2B Customer
Obsession**
Speakers: Jessie Johnson, Principal Analyst,
Forrester

DEMAND & ABM

**Programs Of The Year: Demand And Account-
Based Marketing**
Speakers: Maria Robinson, Head of Marketing,
Reltio Michael Brown, Sr. Director, Global
Business Development , Reltio Amy Hawthorne,
Principal Analyst, Forrester

REVENUE OPERATIONS

**Integrated Planning: Marketing Operations
Leaders Are Critical To Connecting Dots For
The CMO**
Speakers: Laura Cross, VP, Principal Analyst,
Forrester

REVENUE OPERATIONS

Digital Sales Rooms: Hype Or Reality?
Speakers: Anne Slough, Principal Analyst,
Forrester Kathleen Pierce, Principal Analyst,
Forrester

PARTNER ECOSYSTEM MARKETING

**Reimagine Partner Incentives To Drive
Success Throughout The Customer Lifecycle**
Speakers: Hannibal Scipio, Principal Analyst,
Forrester

PORTFOLIO MARKETING

**Leverage Win/Loss Analysis To Predict And
Grow Your Revenue**
Speakers: Beth Caplow, VP, Principal Analyst,
Forrester

PORTFOLIO MARKETING

Optimizing Multiple Product Launches
Speakers: Barry Vasudevan, VP, Principal
Analyst, Forrester

PRODUCT MANAGEMENT

**Congrats! You've Launched Your Product!
Now What?**
Speakers: Sam Somashekar, Principal Analyst,
Forrester

SALES

**Becoming Partner Ecosystem Ready: The
Sales Organization Transformation Imperative**
Speakers: Stephanie Sissler, VP, Principal
Analyst, Forrester

SALES

**Customer Success Teams Fail To Reach
Potential Without Purpose-Built Technology**
Speakers: Shari Srebnick, Principal Analyst,
Forrester

Wednesday, Jun 7

9:40 am – 10:10 am
CDT

Case Studies (In-Person Only)

Bigtincan: Domo Empowers Revenue Team and Makes Engagement Moments Matter

Speakers: Robert Fox, Director, Revenue Enablement, Domo

Data Axle: AMA explores multi-sourced data in a Hybrid World

Speakers: Trish Beltrano, Vice President Integrated Direct Marketing, American Management Association Andrew Bloom, Chief Commercial Officer, Enterprise Solutions, Data Axle

Drift: How Elastic Turns Website Traffic into More, Higher Quality Leads

Speakers: Bill Campbell, Director of Sales Development, AMER Elastic , ,

G2: How IBM Drives Business Impact with Customer Voice

Speakers: Jill Cross, Vice President, Global Demand Strategy, IBM Mike Weir, Chief Revenue Officer, G2

Highspot: How NRG Created Sales Cohesion Amid Merger

Speakers: Lamar Lee, Supervisor, Digital Sales Experience, NRG

Integrate: ABM and Demand Marketing are Converging: Are You Ready?

Speakers: Sophia Agustina, Global Demand Strategy, IBM Marcia Trask, Sr. Director, Content Strategy , Intergrate

Mindtickle: Breakdown the silos to win together: How to implement a business pivot on a global scale

Speakers: Jegen Kalimuthu, Head of GTM Enablement, Global Programs, LinkedIn Sales Solution

Outreach: How 3 leading sales organizations are creating and closing more pipeline, in spite of the turbulent market

Speakers: Andrea Youmans, Senior Product Marketing Manager, Outreach Maggie Valentine, Sr. Product Marketing Manager, Outreach

Printfection: Unplugged: Reconnecting through Experiential Marketing

Speakers: Lauren Eckles, Director of Global Field Marketing, Brinqa

Reprise: How Pendo and Zendesk Win More Deals With Product-Led Experiences

Speakers: Evan Powell, Co-Founder and VP of Operations, Reprise

ZoomInfo: How Smartsheet Modernized Their Go To Market

Speakers: Andrew Bennett, CMO, Smartsheet Bryan Law, Chief Marketing Officer, ZoomInfo

Wednesday, Jun 710:10 am – 10:50 am
CDT**Marketplace Break (In-Person Only)****10:15 am CDT - Jasper: On-Brand AI Content, At Scale**

Speakers: Cailin DeCort, Product Specialist, Jasper Rae-Leigh Bradbury, Product Specialist, Jasper

10:15 am CDT - Modus: Simplify Your Content Strategy To Drive Situational Awareness

Speakers: David Kriss, Chief Customer Officer, Modus

10:30 am CDT - Mediafly: 5 Ways To Generate Revenue With Generative AI

Speakers: Matt Flug, Director of Marketing , Mediafly

10:30 am CDT - Planful: Achieve Operational Marketing Excellence

Speakers: Scott Todaro, VP, Marketing Performance Management Solutions, Planful

10:10 am – 10:40 am
CDT**Executive Leadership Exchange (Invite-Only): Exclusive Q&A Session (Team Based)**

Speakers: Nick Buck, VP, Principal Analyst, Forrester

Wednesday, Jun 7

10:50 am – 11:20 am
CDT**Breakout Sessions**

B2B MARKETING EXECUTIVES	B2B MARKETING EXECUTIVES	DEMAND & ABM
Leveraging A Digital Marketing Strategy To Propel Growth Speakers: Rani Salehi, Principal Analyst, Forrester	Stop Dabbling With CX — Differentiate To Drive Growth Speakers: Su Doyle, Senior Analyst, Forrester	Accelerating The “Goodbye MQL” Transformation — From Wild Idea To Reality Speakers: Terry Flaherty, VP, Principal Analyst, Forrester
DEMAND & ABM	DEMAND & ABM	REVENUE OPERATIONS
Activate Content Strategy With The Content Plan On A Page Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester	Personal But Not Creepy: Personalization Attitudes And Altitudes In B2B Marketing Speakers: Jessie Johnson, Principal Analyst, Forrester	The State Of B2B Marketing Measurement 2023 Speakers: Ross Graber, VP, Principal Analyst, Forrester
REVENUE OPERATIONS	REVENUE OPERATIONS	PARTNER ECOSYSTEM MARKETING
B2B Sales Intelligence: A Critical Component Of The Revenue Engine Speakers: Steve Silver, VP, Research Director, Forrester	Conversation Intelligence Turns The Art Of Selling Into A Data-Driven Science Speakers: Seth Marrs, Principal Analyst, Forrester	Partner Advocacy: Amplifying The Voice Of The Partner Speakers: Kathy Contreras, VP, Principal Analyst, Forrester
PORTFOLIO MARKETING	PORTFOLIO MARKETING	PRODUCT MANAGEMENT
Fostering Career Growth In Portfolio Marketing Speakers: John Buten, Principal Analyst, Forrester	Threads That Bind: Developing Connected Messaging From Corporate To Buyer Speakers: Ian Bruce, VP, Principal Analyst, Forrester Barry Vasudevan, VP, Principal Analyst, Forrester	The Force Multiplier: Accelerating Product Leadership For Growth And Innovation Speakers: Tony Plec, Principal Analyst, Forrester
SALES	SALES	
Product-Led Growth: Right Fit, Right Approach For Your Organization? Speakers: Rick Bradberry, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester	Partner Ecosystems: The Multiplier For Customer-Obsessed Revenue Growth Speakers: Stephanie Sissler, VP, Principal Analyst, Forrester	

Wednesday, Jun 7

11:30 am – 12:00 pm
CDT

Case Studies (In-Person Only)

6sense: How AI Aligns Marketing With Buyers, Sales, & Self

Speakers: , ,

Adobe: Cisco reimagines the center of its omnichannel solar system

Speakers: Chad Reese, Senior Director, Marketing Operations, Cisco Jill Steinhour, Director, Industry Strategy Hi-Tech, Adobe

Allego Case Study

Clozd: How data-driven CXOs use win-loss analysis to increase win rates & hit quota

Speakers: Andrew Peterson, Co-CEO and Founder, Clozd Spencer Dent, Co-CEO and Founder, Clozd Diana Massaro, CMO, Skyhigh Security

LeanData: VMware's Digital Transformation: Navigating Change in Global Organizations

Speakers: Beth Redpath Katz, Global Director, Lead Management & Integrated Demand Services, VMWare Evan Liang, Co-Founder and CEO, LeanData

NetLine: How Buyer-Level Intent Data Helps ON24 Improve Pipeline Conversion

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

Optimizely: Speed Kills Wins: How JW Player Reimagined its Marketing Engine to Achieve 2X Output

Speakers: Matt Malanga, CMO, JW Player Shafqat Islam, Chief Marketing Officer, Optimizely

Outreach: Leveraging RevOps to Unleash Innovation for Lasting Success

Speakers: Kumbi Murinda, Director of Revenue Operations, NewtonX

Seismic: It's never too soon for smarter enablement

Speakers: Stephanie White, Senior Director, Revenue Enablement, Loopio Heather Cole, Vice President, Market Insights, Seismic

The Marketing Practice: How Boeing Transitioned From Product Focus to Customer Outcomes

Speakers: Jason Fish, Senior Manager of Marketing Execution, Boeing Kari Wiens, Director of Growth Strategy (Demand Generation), The Marketing Practice

Wednesday, Jun 7

12:00 pm – 1:00 pm CDT	Lunch & Marketplace Break (In-Person Only) 12:05 pm CDT - Marin Software: PPC for B2B: Best Practices for 2023 and Beyond Speakers: Gordon Ferris, Director of Growth Marketing, Marin Software 12:20 pm CDT - Shift Paradigm: There's No Such Thing As A Free Implementation Speakers: Mike Barbeau, Chief Growth Officer, Shift Paradigm
12:00 pm – 1:00 pm CDT	Executive Leadership Exchange (Invite-Only): Exclusive Team-Based Lunch (ACC)
1:00 pm – 1:30 pm CDT	Keynote: Designing For Growth: The Blueprint Of A Customer-Obsessed Technology Strategy Speakers: Katie Linfood, Principal Analyst, Forrester