



FORRESTER®

CX North America 2023

Nashville & Digital

June 13, 2023 – June 15, 2023

In-person Agenda

Agenda downloaded: 2024/05/10 17:45:15

Bold Starts: Monday, Jun 12

2:00 pm – 5:00 pm CDT	ForrWomen Leadership Program: Advancing Women’s Leadership (In-Person Only) Speakers: Katy Tynan, VP, Principal Analyst, Forrester Catherine Beck, VP, Customer Experience & Analytics, Ameriprise Financial Tisha Cole, Director, Customer Insights, Kenvue, part of the Johnson & Johnson Family of Companies Elena Parlatore, Head of Global Consumer Experience, PepsiCo Addie Swartz, CEO, reachHIRE
3:30 pm – 5:00 pm CDT	Certification Mastering CX Workshop: Hone Your CX Measurement Practice (In-Person Only) Speakers: Su Doyle, Senior Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester
3:30 pm – 4:45 pm CDT	Forrester Workshop Sessions (In-Person Only) 3:30 pm - 4:45 pm First Look: The US Health Insurers Customer Experience Index, 2023 Speakers: Judy Weader, Principal Analyst, Forrester 3:30 pm - 4:45 pm Driving CX And Trust In Banking: How To Do The Work That Matters Most Speakers: Alyson Clarke, Principal Analyst, Forrester
3:30 pm – 5:30 pm CDT	Analyst Relations Exchange (In-Person Only) 3:30pm-3:45pm Pre-Forum Coffee & Networking 3:45pm-3:55pm Welcome and Kick-Off Speakers: Jeff Lash, VP, Global Product Management, Forrester 3:55pm-4:15pm Forrester Research Strategy and Update Speakers: Sharyn Leaver, Chief Research Officer, Forrester 4:15pm-4:45pm Forrester’s Research Methodology And Insights For High-Tech & Service Providers Speakers: Danielle Jessee, Director, Evaluative Research, Forrester 4:45pm-5:00pm Q&A With Forrester Executives 5:00pm-5:30pm Private Reception With Forrester Analysts
5:00 pm – 6:00 pm CDT	Welcome Reception (In-Person Only)

Bold Starts: Monday, Jun 12

5:30 pm – 7:00 pm CDT	Executive Leadership Exchange (Invite-Only): Networking Reception
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Tuesday, Jun 13

8:15 am – 9:15 am CDT	General Breakfast
9:15 am – 9:30 am CDT	Opening Remarks Speakers: George Colony, CEO, Forrester
9:35 am – 10:05 am CDT	Keynote: Supercharge Your Customer-Obsessed Growth Engine Speakers: Melissa Parrish, VP, Group Director, Forrester
10:10 am – 10:40 am CDT	Guest Keynote: How A US National Retail Chain Delivers On Customer Obsession Speakers: Rob Mills, EVP and Chief Digital, Strategy and Technology Officer, Tractor Supply Company
11:00 am – 11:30 am CDT	Marketplace Coffee Break & Networking (In-Person Only) 11:05 am CDT - MessageGears: Doing More With Less: Making Your Tech Stack Work For You, Not Against You Speakers: Will Devlin, VP Marketing, MessageGears 11:05 am CDT - Tethr: Empower Agents to Navigate Faster, Easier Customer Conversations Speakers: Dean Cruse, VP of Marketing, Tethr 11:20 am CDT - LiveVox: Your Agent Desktop Doesn't Have To Be A Mess Speakers: Nick Bandy, CMO, LiveVox 11:20 am CDT - Zeta: How Transparency Improves Trust in AI Speakers: William (Bill) Sears, GVP Solutions, Zeta
11:00 am – 11:30 am CDT	11:00-11:30 AM Coffee Chats: Customer 360 has me running in circles! Speakers: Brandon Purcell, VP, Principal Analyst, Forrester

Tuesday, Jun 13

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

LEADERSHIP DURING TURBULENT TIMES	BOLD STRATEGIES PERPETUATE SUCCESS	CREATIVITY-POWERED COMMERCE
What Customer-Obsessed Leaders Do Differently Speakers: Katy Tynan, VP, Principal Analyst, Forrester	Why Bother Being Bold? Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester	The Rise of Creative Commerce: Move From The Moment of Purchase To The Commerce Experience Speakers: Jay Pattisall, VP, Principal Analyst, Forrester
CUSTOMER-OBSESSED MARKETING	DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE	DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE
Manage Brand Growth In An Economic Downturn Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester	Creativity And Dynamism Must Power Your Digital Strategy Speakers: Peter Wannemacher, Principal Analyst, Forrester	How To Deliver Personalization That Your Customers Really Want Speakers: Jessica Liu, Principal Analyst, Forrester
SPECIAL SESSION	INDUSTRY MEETUP: GOVERNMENT	
Culture Shapes Consumers: 5 Forces CMOs Should Track Speakers: Audrey Chee-Read, Principal Analyst, Forrester	Assumptions Are Kryptonite To Your CX Strategy. Speakers: Colleen Fazio, Senior Analyst, Forrester	

Tuesday, Jun 13

12:10 pm – 12:40 pm
CDT

Case Study Sessions (In-Person Only)

Acxiom: Cx for Consumers in Various Life Stages: Using Analytics to Guide Financial Planning Strategies

Speakers: Dean Westervelt, VP, Analytics Industry Strategist - Insurance & Healthcare, Acxiom Frances Wang, Director of Foresight & Trends, Marketing Analytics & Insights, Prudential

Aisera: ChatGPT and Generative AI for Customer Experience

Speakers: Aneel Jaeel, AI advisor and former SVP of CX, McAfee Puru Amradkar, CTO, Aisera

Amdocs: Drive digital adoption that sticks

Speakers: Smadar Kirstein, Head of Marketing, Digital Experience Enablement,, Amdocs

Forsta: The Evolution of Erie Insurance's VoC Program

Speakers: , ,

FullStory: How Kimberly-Clark Drives Continuous Improvement with Better Insights

Speakers: Andy Ford, Global Head of Product Design, Kimberly Clark Darren Kennedy, SVP Customer Experience, FullStory

InMoment: Launching a Data-Driven B2B CX Program With onsemi

Speakers: Jim Katzman, Principal CX Strategy & Enablement, InMoment April Nishimura, Head of Global Customer and Employee Experience, onsemi

Medallia: How Albertsons Is Using Technology & CX Strategy to Win Customers' Hearts and Minds

Speakers: Henrik Christensen, Senior Director of Customer and Marketing Intelligence, Albertsons Companies

Microsoft: Transform customer experience with next-generation AI

Speakers: Seth Patton, General Manager, Microsoft Customer and Employee Experience Solutions, Microsoft

12:40 pm – 1:45 pm
CDT

Lunch & Marketplace

1:00 pm CDT | CX Index Spotlight: Why CSAT isn't enough

Speakers: Jane Lo, Sr. Analyst, CX Index, TL, Forrester

Tuesday, Jun 1312:40 pm – 1:45 pm
CDT**Lunch & Learn Sessions (In-Person Only)****KPMG: New research drop: How to break marketing/sales silos**

Speakers: Bret Sanford-Chung, Managing Director, U.S. Customer Advisory, KPMG LLP

Qualtrics: Transform your CX with human-centric digital experience

Speakers: Sachin Goregaoker, Head of Product, XM for Customer Frontline Digital, Qualtrics Mitch Rosenbaum, SVP of Marketing and Digital Services, Credit Union of Colorado

12:40 pm – 1:45 pm
CDT**Executive Leadership Exchange (Invite-Only): Exclusive Lunch (featuring Analyst-Led Topic Tables)**

Speakers: Ron Rogowski, VP, Executive Partner, Forrester

Tuesday, Jun 13

1:45 pm – 2:15 pm
CDT**Breakout Sessions****LEADERSHIP DURING TURBULENT TIMES****Build A Better Listening Strategy To Inspire And Enable Your Employees**

Speakers: David Johnson, Principal Analyst, Forrester

BOLD STRATEGIES PERPETUATE SUCCESS**Putting Your Bold Strategy Into Action**

Speakers: Su Doyle, Senior Analyst, Forrester Angelina Gennis, Senior Analyst, Forrester

CREATIVITY-POWERED COMMERCE**Shoppable Everywhere: Tapping Into Commerce-Enabled Content**

Speakers: Kelsey Chickering, Principal Analyst, Forrester Saeyoung Cho, Chief Strategy Officer, Captiv8 Allysun Lundy, VP, Retail Media Strategy, Publicis Commerce

CUSTOMER-OBSSESSED MARKETING**The CMO's Role In Driving Customer Obsession**

Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester

DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE**Use Your Digital Engine To Anticipate Your Customers' Needs and Delivery Their Next Best Experience**

Speakers: Julie Ask, Vice President, Principal Analyst, Forrester

DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE**When "More Data" Isn't Enough: Building A Data Strategy**

Speakers: Stephanie Liu, Senior Analyst, Forrester

SPECIAL SESSION**Panel: Forrester's 2023 Customer-Obsessed Leadership Award Winners (In-Person Only)**

Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester Aarthi Murali, Chief Customer Experience Officer, M&T Bank Elizabeth Killinger, Executive Vice President, NRG Home, NRG ENERGY Amy Summy, EVP, Chief Marketing Officer, and Head of Consumer Business , Labcorp

INDUSTRY MEETUP: B2B

Tuesday, Jun 13

2:25 pm – 2:55 pm
CDT

Case Study Sessions (In-Person Only)

CallMiner: Transform Your CX with Smart Agent Behavior

Speakers: Kyle Carter, Co-Founder, Zenylitics M.J. Johnson, Sr Director of Product Marketing , CallMiner

CloudBlue: Leveraging Digital Ecosystems to Empower your Customers

Speakers: Jess Warrington, General Manager, North America, CloudeBlue

IBM: Taking a Customer-Led Approach to Business Transformation

Speakers: Tom Williams, EVP and Chief Experience Officer, Discount Tire John Kenwood, Client Partner, IBM Consulting

KPMG: Show me the money: The power of CX-investment

Speakers: Jason Galloway, Principal, U.S. Customer Advisory COE Lead, KPMG LLP Swetha Kumar, Managing Director, U.S. Customer Advisory, KPMG LLP

Qualtrics: Leveraging AI for Enterprise Transformation

Speakers: Koren Stucki, VP, Omnichannel CX Strategy, Qualtrics

Rightpoint: GM: Transforming Experiences In and Outside the Vehicle

Speakers: Donald Chesnut, Chief Experience Officer, GM Bill Thompson, Head of Mobility, Rightpoint

TheyDo: The ROI of Journey Management

Speakers: Florian Vollmer, Service Design Director, NCR Jochem van der Veer, CEO, TheyDo

Verint: How Vans Leverages Untapped CX Technology to Connect Silos

Speakers: Elaine Frazier, Senior Manager, Site Experience and Optimization, Vans

3:05 pm – 4:05 pm
CDT

Certification | Create Great Employee Experience At Your Organization (In-Person Only)

Speakers: David Johnson, Principal Analyst, Forrester

Tuesday, Jun 13

3:05 pm – 3:35 pm
CDT**Breakout Sessions****LEADERSHIP DURING TURBULENT TIMES****Harness The Power Of Culture Energy To Build Long-Term Resiliency**

Speakers: Angelina Gennis, Senior Analyst, Forrester

BOLD STRATEGIES PERPETUATE SUCCESS**Panel: Align Your Functions To Your Bold Strategy (In-Person Only)**

Speakers: Eric Epstein, VP, Executive Partner, Forrester Jen Sanning, Executive Partner, Forrester Judy Weader, Principal Analyst, Forrester Peter Wannemacher, Principal Analyst, Forrester

CREATIVITY-POWERED COMMERCE**Data Clean Rooms For Commerce**

Speakers: Tina Moffett, Principal Analyst, Forrester

CUSTOMER-OBSSESSED MARKETING**CMOs Get Tucked: The Rise Of The Chief “Something” Officer**

Speakers: Mike Proulx, VP, Research Director, Forrester Richard Sanderson, Marketing, Sales & Communications Practice Leader, Spencer Stuart

DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE**Async Messaging: The Ultimate Customer-Led Service Channel for a Digital-First World**

Speakers: Christina McAllister, Senior Analyst, Forrester

DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE**The Revival and Impact of Segmentation**

Speakers: Zeid Khater, Analyst, Forrester

INDUSTRY MEETUP: FINANCIAL SERVICES**Overcoming Obstacles To Accelerate Your CX Transformation**

Speakers: Alyson Clarke, Principal Analyst, Forrester

Tuesday, Jun 13

3:35 pm – 4:20 pm CDT	Marketplace Coffee Break & Networking (In-Person Only) 3:40 pm CDT - BlastX Consulting: How Brooks Running Harness Zero-Party Data, the New Currency that Fuels Customer Loyalty Speakers: Brian McIntosh, Chief Consulting Officer, BlastX Consulting 3:40 pm CDT - Optimizely: Saying your Goodbyes to Google Optimize Speakers: Dejean Brown, Principal Product Evangelists, Optimizely 3:55 pm CDT - Deluxe: The First Mover Advantage with Deluxe's Trigger Marketing Speakers: John Tracy, Vice President, Deluxe 3:55 pm CDT - Khoros: From Chaos to Khoros Speakers: Lans Crauer, Senior Business Value Consultant, Khoros 4:10 pm CDT - HCLSoftware: Discover how HCLSoftware Leverages Big Data to Improve the Customer Experience Speakers: Preston Harris, Discover CTO, HCLSoftware 4:10 pm CDT - Sendoso: Impeccable Experience: The Power of Clever Gifting Speakers: Cassie Sneed, Senior Manager of Customer Marketing, Reputation Austin Sandmeyer, Customer Lifecycle Manager, Sendoso
3:35 pm – 4:20 pm CDT	3:45-4:15 PM Coffee Chats: ChatGPT will steal your job. Speakers: Mike Proulx, VP, Research Director, Forrester
3:35 pm – 4:20 pm CDT	Executive Leadership Exchange (Invite-Only): PepsiCo: A Taste of the Consumer Journey Speakers: Melissa Parrish, VP, Group Director, Forrester Elena Parlatore, Head of Global Consumer Experience, PepsiCo
4:25 pm – 4:55 pm CDT	Keynote: The Right Leader For Turbulent Times Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester
5:00 pm – 5:30 pm CDT	Keynote Interview: Forrester's 2023 Customer-Obsessed Enterprise Award Winner Speakers: Keith Johnston, VP, Group Director, Forrester Jennie Weber, Chief Marketing Officer, Best Buy David Nygaard, President of Omnichannel Home/Services Operations/Sales, Best Buy
5:30 pm – 5:35 pm CDT	Closing Remarks

Tuesday, Jun 13

5:35 pm – 6:35 pm CDT	Reception
6:30 pm – 8:00 pm CDT	Executive Leadership Exchange (Invite-Only): Exclusive Dinner Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester

Wednesday, Jun 14

8:30 am – 9:30 am CDT	Forrester Majestic Guest Breakfast (Invite Only) Speakers: Keith Johnston, VP, Group Director, Forrester Collin Colburn, Senior Analyst, Forrester
8:30 am – 9:30 am CDT	General Breakfast
9:30 am – 9:40 am CDT	Welcome Back Speakers: Rick Parrish, VP, Research Director, Forrester
9:40 am – 10:10 am CDT	Keynote: What To Do About The Coming Collapse Of The Customer Lifecycle Speakers: Brandon Purcell, VP, Principal Analyst, Forrester
10:15 am – 10:45 am CDT	Keynote Panel: Create Digital Experiences That Drive Results Speakers: Emily Collins, VP, Research Director, Forrester Andy Ford, Global Head of Product Design, Kimberly Clark Darren Kennedy, SVP Customer Experience, FullStory

Wednesday, Jun 14

10:50 am – 11:35 am
CDT

Marketplace Coffee Break & Networking (In-Person Only)**10:55 am CDT - FullStory: Uncovering Pivotal Insights Powered by Digital Experience Intelligence**

Speakers: Addison Price, Sr. Manager, Sales Engineering, FullStory

10:55 am CDT - NICE: Humanized AI-driven CX Powered by Generative AI

Speakers: Josh Barber, Principal Solution Engineer, NICE

11:10 am CDT - CSG: Ignite CX with Industry Specific Pre-Built Customer Journeys

Speakers: Brandon Sailors, Vice President, CX Strategic Accounts, CSG

11:10 am CDT - InMoment: Turn Customer Feedback Into Informed Business Decisions

Speakers: Barry Nayback, Senior Solutions Consultant, InMoment

11:25 am CDT - IBM: Trends in Managed Marketing Services: Outsourcing for Success

Speakers: Kristen Conner, Customer Transformation BPO Practice Leader, Americas, IBM Consulting

11:25 am CDT - Medallia Spotlight Session

10:50 am – 11:35 am
CDT

Executive Leadership Exchange (Invite-Only): Q&A with Customer-Obsessed Leadership Winners

Speakers: Carrie Johnson, Chief Product Officer, Forrester Amy Summy, EVP, Chief Marketing Officer, and Head of Consumer Business , Labcorp Suzie Dieth, CXO, NRG Energy Jennie Weber, Chief Marketing Officer, Best Buy

Wednesday, Jun 14

11:35 am – 12:05 pm
CDT**Breakout Sessions****LEADERSHIP DURING TURBULENT TIMES****Accelerate Your Transformation Efforts With Insights-Driven Leadership**

Speakers: Kim Herrington, Senior Analyst, Forrester

BOLD STRATEGIES PERPETUATE SUCCESS**It Is 2050: Your Website Is Deserted (Start Adapting Your Digital Touchpoint Strategy Today)**

Speakers: Fiona Swerdlow, VP, Research Director, Forrester Julie Ask, Vice President, Principal Analyst, Forrester Joe Stanhope, VP, Principal Analyst, Forrester Jessica Liu, Principal Analyst, Forrester Stephanie Liu, Senior Analyst, Forrester

CREATIVITY-POWERED COMMERCE**Generative AI Meets Commerce: Use Cases And Watch Outs (In-Person Only)**

Speakers: Mike Proulx, VP, Research Director, Forrester Jay Pattisall, VP, Principal Analyst, Forrester Brandon Purcell, VP, Principal Analyst, Forrester

CUSTOMER-OBSSESSED MARKETING**From Mania To Mastery: Maximize Retail Media's Revenue Impact**

Speakers: Nikhil Lai, Senior Analyst, Forrester

DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE**Designing The More Human Future Of Human-Machine Interaction**

Speakers: David Truog, VP, Principal Analyst, Forrester

DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE**(How To) Balance Your Customer And Business Metrics to Drive CX Impact**

Speakers: Pete Jacques, Principal Analyst, Forrester

BOLD STRATEGIES PERPETUATE SUCCESS**Case Study: Bold Matters, Even When You Don't Have To Compete To Win**

Speakers: Colleen Fazio, Senior Analyst, Forrester Anthony (Tony) G. Wilhelm, Ph.D., Director, Performance, Risk and Social Science Office, NOAA Federal Kristina Coppernoll Mandrelle, Manager, Retail Customer Experience Design , Consumer Energy

INDUSTRY MEETUP: HEALTHCARE**Make the case for improving healthcare CX!**

Speakers: Judy Weader, Principal Analyst, Forrester

Wednesday, Jun 1412:10 pm – 12:40 pm
CDT**Case Study Sessions (In-Person Only)****Bloomfire: Single Source of Truth: Empowering a Distributed Workforce with Digital Knowledge Management Tools**

Speakers: Chelle Swanson, Lead Service Training Specialist, Ameritas Dan Stradtman, CMO, Bloomfire

Coveo: How H&R Block uses AI to deliver personalized, end-to-end customer experiences

Speakers: Jay Farrington, Information Technology Manager, H&R Block Juanita Olguin, Sr. Director Marketing, Coveo

CSG: Mastering CX ROI Beyond Traditional MarTech Limits

Speakers: Mark Smith, SVP of Customer Experience, CSG Kent Lemon, Senior Vice President and Head of Contact Center Customer Engagement, US Bank

KPMG: The Evolution to CLV 2.0

Speakers: Timothy Collins, Director, U.S. Customer Advisory, KPMG LLP

Quantum Metric Case Study: Tropical Smoothie Cafe's secret to optimizing your mobile experience, faster

Speakers: Braden Turner, Vice President Product Management, Tropical Smoothie Cafe

Reltio: From aspirations to reality: fueling your CX strategy with connected data

Speakers: Aurore Wu, Vice President Product Marketing, Reltio

Reputation: Revolutionize Your Brand: Master Customer Feedback's Power!

Speakers: Molly Lynch, Chief Communications Officer, VillageMD

12:40 pm – 1:45 pm
CDT**Lunch & Marketplace Break (In-Person Only)****1:00 pm CDT - CX Index Spotlight: Make the Case for Investing in CX**

Speakers: Jane Lo, Sr. Analyst, CX Index, TL, Forrester

Wednesday, Jun 14

12:40 pm – 1:45 pm
CDT

Lunch & Learn Sessions (In-Person Only)

Lunch & Learn with FullStory: CX Best Practices: Understand what customers REALLY want

Speakers: Genevieve Jooste, Signature Customer Success Director, FullStory

Lunch & Learn with Medallia: Using Conversation Intelligence to drive CX strategy, insights, and action

Speakers: Kelly Speer, Manager of Speech Analytics, AAA-The Auto Club Group Lauren Taylor, VP Product Marketing, Medallia

12:40 pm – 1:45 pm
CDT

Executive Leadership Exchange (Invite-Only): Exclusive Lunch – Analyst-Led Topic Tables

Speakers: Ron Rogowski, VP, Executive Partner, Forrester Jen Sanning, Executive Partner, Forrester

1:45 pm – 2:15 pm
CDT

Breakout Sessions

LEADERSHIP DURING TURBULENT TIMES

Earning Excellence: How Managers Can Inspire And Enable Sustained Excellence

Speakers: Jonathan Roberts, Senior Analyst, Forrester

CUSTOMER-OBSSESSED MARKETING

TikTok Made Me Buy It: Winning Over The Creator-Led Consumer

Speakers: Kelsey Chickering, Principal Analyst, Forrester Adrienne Lahens, Global Head of Operations , TikTok

SPECIAL SESSION

Mastering CX Workshop: Hone Your CX Measurement Practice

Speakers: Su Doyle, Senior Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester

BOLD STRATEGIES PERPETUATE SUCCESS

Case Study: How To Be Bold In A Highly-Regulated Industry (In-Person Only)

Speakers: Alyson Clarke, Principal Analyst, Forrester Catherine Beck, VP, Customer Experience & Analytics, Ameriprise Financial

DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE

Empathy In Digital Experiences Isn't Easy — But It's Critical

Speakers: Senem Guler Biyikli, Analyst, Forrester Gina Bhawalkar, Principal Analyst, Forrester

CREATIVITY-POWERED COMMERCE

Create Differentiated Purchase Experiences With The Help Of Commerce Services Partners

Speakers: Ted Schadler, VP, Principal Analyst, Forrester

DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE

The Future Of Voice Of The Customer Programs

Speakers: Colleen Fazio, Senior Analyst, Forrester

Wednesday, Jun 14

2:20 pm – 2:50 pm
CDT

Case Study Sessions (In-Person Only)

Alchemer: Malwarebytes -- From Survey Tool to Enterprise Feedback Platform with Alchemer

Speakers: Ryan Tamminga, SVP Product and Services, Alchemer Jean Chapin, Sr Director Customer Experience, Malwarebytes Diane Beaudet, Sr. Manager of Customer Lifecycle Marketing, Malwarebytes

Bounteous: Delivering a World Class Dining Experience

Speakers: Dave Harris, CIO, Shake Shack Michael McLaren, President, North America, Bounteous

eGain: Harnessing Generative AI for CX and EX: A Practical Approach

Speakers: Arvind Gopal, VP of Product Management, eGain

Forethought: How iFit Leverages AI to Revolutionize Customer Support

Speakers: Dustin Auman, Operations Manager, iFit Ryan Van Wagoner, Senior Director, Product Marketing, Forethought

How Mailchimp Transforms CX with FullStory

Speakers: Rachel Shelby, CX Tools Strategist, Mailchimp Emily Walker, Manager Premier Customer Success, FullStory

Medallia: CVS Health: Activating a culture of customer centricity to create more meaningful customer interactions

Speakers: Srikant Narasimhan, VP of Enterprise Customer Experience, CVS health

Qualtrics: Empower Your Frontlines: Make Every Customer Interaction Matter

Speakers: Manisha Powar, Head of Product, XM for Customer Frontline, Qualtrics Angie Bloyer, Enterprise Speech Analytics Manager, American Family Insurance

Wednesday, Jun 14

2:55 pm – 3:40 pm CDT	Marketplace Coffee Break & Networking (In-Person Only) 3:00 pm CDT - CloudBlue: How XaaS marketplaces drive customer retention. Speakers: Devina Yadav Baker, Global Head of Solutions Engineering, CloudBlue 3:00 pm CDT - Qualtrics: Using Omnichannel Data to Connect the Dots Between Customers and Employees Speakers: Ellen Loeshelle, Director of Product Management, Qualtrics 3:15 pm CDT - KPMG: Prioritizing CX Investments: KPMG's Customer Value Scenario Toolset Speakers: Timothy Collins, Director, U.S. Customer Advisory, KPMG LLP 3:15 pm CDT - Microsoft: Maximize seller and agent productivity to transform CX Speakers: Edgar Wilson II, Principal Program Manager, Microsoft 3:30 pm CDT - Alchemer Workflow – The Fastest, Easiest Most Effective Way to Act on Feedback Speakers: Ryan Tamminga, SVP Product and Services, Alchemer
3:00 pm – 3:30 pm CDT	Coffee Chats: Privacy & Marketing: Hurdle? Opportunity? Both? Speakers: Stephanie Liu, Senior Analyst, Forrester
3:40 pm – 4:10 pm CDT	Guest Keynote Panel: Unlocking The Power Of Purpose to Drive Customer Experience Innovation At Voya Financial Speakers: Mike Proulx, VP, Research Director, Forrester Jessica Saperstein, Chief Customer Experience Officer, Voya Financial Tom Armstrong, Head of the Voya Behavioral Finance Institute for Innovation, Voya Financial
4:15 pm – 4:50 pm CDT	Guest Keynote: How Ford Motor Company Aligns BX, DX and CX to Deliver Bold Solutions Speakers: Keith Johnston, VP, Group Director, Forrester Jim Azzouz, Executive Director, Global CX Products & Customer Relations , Ford Motor Company Jon Cook, CEO, VMLY&R
4:50 pm – 5:50 pm CDT	Reception
5:50 pm – 7:05 pm CDT	Special Entertainment With Country Artist, John King

Thursday, Jun 15

8:30 am – 9:30 am
CDT**General Breakfast**9:30 am – 10:00 am
CDT**Breakout Sessions****LEADERSHIP DURING TURBULENT TIMES****Five Reasons You're Not Coaching Effectively**
Speakers: Betsy Summers, Principal Analyst,
Forrester**DIGITAL OPERATIONS: HARMONIZE THE
TOTAL BRAND EXPERIENCE****Find The Common Ground Between Digital
Design And Agile Frameworks**
Speakers: AJ Joplin, Senior Analyst, Forrester**CREATIVITY-POWERED COMMERCE****Design Responsible Commerce Experiences**
Speakers: Gina Bhawalkar, Principal Analyst,
Forrester**DATA, INSIGHTS, AND TECH FOR THE
EVOLVING CUSTOMER LIFECYCLE****Integrating Experience Data For Actionable
Customer Insights**
Speakers: Rich Saunders, Senior Analyst,
Forrester**CUSTOMER-OBSESSED MARKETING****Bang For Your Buck: Marketing Strategies
That Grow Business Value**
Speakers: Tina Moffett, Principal Analyst,
Forrester**SPECIAL SESSION****The (Not So) New Normal: CX Index 2023
Year In Review**
Speakers: Jane Lo, Sr. Analyst, CX Index, TL,
Forrester

Thursday, Jun 15

10:05 am – 10:35 am
CDT

Case Study Sessions (In-Person Only)**How SmileDirectClub Uses Ada to Power Omnichannel CX**

Speakers: Nathan Dawson, Senior Director of Global Customer Care Technology , SmileDirectClub Jim Monroe, Chief Customer Officer, Ada Support Inc

ASAPP: Transforming Contact Centers with Generative AI

Speakers: Gustavo Sapoznik, Founder and Chief Executive Officer, ASAPP

Concentrix: What Hill's Pet Nutrition Achieved One Year After CX NA

Speakers: Kaitlen Elmore, Sr. Director, Voice of the Customer Programs, Concentrix Christy Borrowman, Digital Transformation and CX, Hill's Pet

NICE: AI-First CCaaS: Conversational AI for Enhanced Insurance Servicing

Speakers: Elda Helc, Regional VP, Strategic Sales, Omilia Shai Zorea, Digital Contacts Solution Consultant Director, PwC

Thematic: Scale or Fail: Atlassian's Mission to Empower Customers and Product Teams Through Infinite Feedback Loops

Speakers: Mick Stapleton, Customer Feedback Operations & Analytics, Atlassian

10:35 am – 11:10 am
CDT

Marketplace Coffee Break & Networking

10:35 am – 11:10 am
CDT

10:40-11:10 AM | Coffee Chats: I'm done with NPS.

Speakers: Pete Jacques, Principal Analyst, Forrester

Thursday, Jun 15

11:15 am – 11:45 am
CDT**Breakout Sessions****LEADERSHIP DURING TURBULENT TIMES****Partnership Is The New Leadership (In-Person Only)**

Speakers: Katy Tynan, VP, Principal Analyst, Forrester
 Laura Irvin Magniet, Global Customer Experience Manager, Caterpillar
 Debra Nelson, Sr. Organizational Development Consultant, Caterpillar
 Keith Thach, Enterprise Solutions Architect, Caterpillar

BOLD STRATEGIES PERPETUATE SUCCESS**Being Your Own Bold Self**

Speakers: Jonathan Roberts, Senior Analyst, Forrester
 Betsy Summers, Principal Analyst, Forrester

CREATIVITY-POWERED COMMERCE**Unleash Creativity With Technology Built To Deliver Unique Commerce Experiences**

Speakers: Chuck Gahun, Principal Analyst, Forrester
 Joe Cicman, Principal Analyst, Forrester

CUSTOMER-OBSESSED MARKETING**Straight From The CMO: Bold Takeaways From CX North America 2023 (In-Person Only)**

Speakers: Jen Sanning, Executive Partner, Forrester
 Lawrence Montgomery, Chief Marketing Officer, Baptist Health
 Peggy Byrd, Chief Marketing Officer, Boston Globe Media
 Reed Smith, Ardent Health, Chief Consumer Officer

DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE**Conduct User Research At A Digital Pace**

Speakers: AJ Joplin, Senior Analyst, Forrester

DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE**Build A Technology Flywheel To Accelerate Customer Engagement**

Speakers: Joe Stanhope, VP, Principal Analyst, Forrester

11:55 am – 12:25 pm
CDT**Keynote: Customer Obsession For When The Going Gets Tough**

Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester

12:25 pm – 12:30 pm
CDT**Closing Remarks**

Speakers: Rick Parrish, VP, Research Director, Forrester