



FORRESTER®

Technology & Innovation North America 2023

Austin & Digital

September 10, 2023 – September 12, 2023

General Agenda

Agenda downloaded: 2023/12/03 11:23:53

Bold Starts: Sunday, Sep 102:00 pm – 5:30 pm
CDT**AI Unleashed: Discover. Debate. Experiment. (In-Person Only)****2:00 pm - 2:15 pm | Welcome & Opening Remarks**

Speakers: Matthew Guarini, VP, Research Director, Forrester Brian Hopkins, VP, Emerging Tech Portfolio, Forrester

2:15 pm - 2:45 pm | How Generative AI Is Shaping Businesses: Why You Can't Afford To Ignore It

Speakers: Nick Kadochnikov, Associate Clinical Professor, University of Chicago

2:45 pm - 3:15 pm | Getting Value From AI In 2023

Speakers: Brian Hopkins, VP, Emerging Tech Portfolio, Forrester Raymond Bordogna, Global Director of Strategy & Enterprise Architecture, WPP Yvonne Wassenaar, Board Member & Advisor, Forrester, Arista Networks, and Harvey Mudd College

3:15 pm - 4:00 pm | Spotlight: AI Innovators leading the market on implementation

Speakers: Ted Schadler, VP, Principal Analyst, Forrester Paul Branson, Director of Solution Engineering - Americas, Novelis Seth Earley, Founder and CEO , Earley Information Science Annemarie Pucher, CEO, Papyrus Software Manish Sharma, Co-founder & COO , Rezolve.ai Seyi Verma, Senior Director of Product Marketing , Aisera

4:00 pm - 4:15pm | Break**4:15 pm - 5:30 pm | Hack-A-Thon: Explore the Boundaries Of Generative AI**5:30 pm – 7:00 pm
CDT**Welcome Reception (In-Person Only)****Monday, Sep 11**8:00 am – 9:00 am
CDT**General Breakfast**8:00 am – 8:55 am
CDT**Forrester Women's Leadership: Powering Change In Your Career (In-Person Only)**

Speakers: Chioma Onwuanibe, VP, CIO Executive Partner, Forrester Heidi Norman, CIO and Director, Dept of Innovation & Performance, City of Pittsburgh

Monday, Sep 11

9:00 am – 9:45 am CDT	Welcome & Opening Remarks Speakers: George Colony, CEO, Forrester Matthew Guarini, VP, Research Director, Forrester
9:45 am – 10:15 am CDT	Keynote: Technology's Vital Role In The Customer-Obsessed Growth Engine Speakers: Ted Schadler, VP, Principal Analyst, Forrester Paul J. Walsh, SVP and Head of Digital Technology, Engineering, IT and Operations, Sony Interactive Entertainment
10:15 am – 10:45 am CDT	Keynote: Why Generative AI Matters For Enterprises Speakers: Rowan Curran, Senior Analyst, Forrester Naj Uddin, Senior Vice President & Chief Information Officer, AARP
10:50 am – 11:35 am CDT	Marketplace Coffee Break & Networking (In-Person Only) 10:55 am - 11:05 am CDT - BrainStorm: Meet the IT LMS: Make IT your catalyst for business growth Speakers: Gus Hytonen, VP Solution Consulting, BrainStorm 10:55 am - 11:05 am CDT - keylight: Set Up Your Customer Journey in 10 Minutes Speakers: Kevin Lussie, General Manager, keylight USA 11:10 am - 11:20 am CDT - Kalix + reflek.io: Transforming Legacy Systems with Digital Twins 11:10 am - 11:35 am CDT - Nautical Commerce: Leveraging multi-vendor commerce technology for industry disruption Speakers: Ryan Lee, CEO and founder, Nautical Commerce 11:25 am - 11:35 am CDT - Level Access: Advancing Inclusivity: Technology-Driven Accessibility at Scale Speakers: Kyle Hartman, Solutions Engineer, Level Access 11:25 am - 11:35 am CDT - Shift Paradigm: Leveraging Marketing Technology to Uncover Insights Speakers: Tim Miller, VP, Enterprise Sales, Shift Paradigm 11:00 am - 11:20 am CDT Coffee Chat: Corporate Sustainability, Priorities, Trends, And Initiatives Speakers: Michele Pelino, Principal Analyst, Forrester

Monday, Sep 11

11:35 am – 12:05 pm
CDT**Breakout Sessions****MAKE TECHNOLOGY A STRATEGIC DIFFERENTIATOR****Push Down Your Cost Curve While Raising Productivity By Putting Your Technology Investments In Motion**

Speakers: Christopher Gilchrist, Principal Analyst, Forrester

LEAD A HIGH-PERFORMING TEAM**Be A Stable Leader In Turbulent Times**

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

TURN TECH DEBT INTO HIGH YIELDS NOW AND IN THE FUTURE**Fast-Track Value And Minimize Tech Debt With These Key Technologies**

Speakers: Manuel Geitz, Principal Analyst, Forrester Tracy Woo, Principal Analyst, Forrester

FOSTERING RESILIENCE TO ENABLE CREATIVITY**Embrace “Resilient By Design” To Enable Innovation**

Speakers: Naveen Chhabra, Principal Analyst, Forrester

POWER YOUR BUSINESS WITH AWESOME SOFTWARE**The Intersection Of Low-Code And DevOps**

Speakers: John Bratincevic, Principal Analyst, Forrester Christopher Condo, Principal Analyst, Forrester

INNOVATE NEW VALUE WITH EMERGING TECHNOLOGY**It’s 2050: Your Website Is Deserted**

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

12:15 pm – 12:45 pm
CDT**Case Study Sessions (In-Person Only)****Digibee: Modernizing 6 years of integrations in 6 months**

Speakers: Matt Durham, Head of Marketing Strategy, Digibee Alec Irwin, Head Software Developer, Johnson brothers

HCLSoftware: Lufthansa: Empowering Citizen Developers to Transform their Business

Speakers: Martin Lechleider, Product Director, HCL

Papyrus Software: Utmost Life & Pension: Customer Service Center For Enhanced Self-Service

Speakers: Annemarie Pucher, CEO, Papyrus Software

Workgrid Software: How Liberty Mutual Successfully Implemented an AI Assistant

Speakers: Robert Ryan, Director of Product Marketing and Business Value, Workgrid Software

12:45 pm – 1:45 pm
CDT**Lunch & Marketplace**

Monday, Sep 11

1:45 pm – 2:15 pm
CDT

Breakout Sessions		
MAKE TECHNOLOGY A STRATEGIC DIFFERENTIATOR	LEAD A HIGH-PERFORMING TEAM	TURN TECH DEBT INTO HIGH YIELDS NOW AND IN THE FUTURE
<p>Accelerate Tech’s Impact On Business Outcomes By Focusing On Business Capabilities Speakers: Bobby Cameron, VP, Principal Analyst, Forrester</p>	<p>Managing Change As A Modern Leader Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p>	<p>Panel: Capitalize On AI Without Technical Debt In Your Enterprise Stack Speakers: Liz Herbert, VP, Principal Analyst, Forrester Chuck Gahun, Principal Analyst, Forrester Alla Valente, Senior Analyst, Forrester</p>
FOSTERING RESILIENCE TO ENABLE CREATIVITY	POWER YOUR BUSINESS WITH AWESOME SOFTWARE	INNOVATE NEW VALUE WITH EMERGING TECHNOLOGY
<p>Panel: Amp Up Your Workforce With Modern Tech And Processes Speakers: Julie Mohr, Principal Analyst, Forrester Brent Ellis, Senior Analyst, Forrester Lauren Nelson, VP, Research Director, Forrester Craig Le Clair, Vice President, Principal Analyst, Forrester</p>	<p>Power Platform-Driven Software Innovation With Kubernetes Speakers: Devin Dickerson, Principal Analyst, Forrester</p>	<p>Balancing Emerging-Tech Risk And Reward Speakers: Jeff Pollard, VP, Principal Analyst, Forrester</p>

2:25 pm – 2:55 pm
CDT

Case Study Sessions (In-Person Only)		
<p>Flexera: How to Build a Successful FinOps Practice from Scratch Speakers: Liz Reich, Business Value Advisor, Flexera Kimberly Floss, Senior Director - FinOPS, Cloud Enablement, Global Cloud Migration, PepsiCo</p>		
<p>Mural: How SAP Leverages Mural to Accelerate and Scale Customer-Centric Co-Creation Speakers: Andreas Hauser, SVP, SAP AppHaus Network Jim Kalbach, Chief Evangelist, Mural</p>		
<p>ValueBlue: Lessons from 3 global customers accelerating transformation success Speakers: Tom de Ridder, BlueDolphin Evangelist, ValueBlue Jelle Visser, CEO, ValueBlue</p>		

Monday, Sep 11

3:05 pm – 3:35 pm
CDT

Breakout Sessions		
<p>MAKE TECHNOLOGY A STRATEGIC DIFFERENTIATOR</p>	<p>LEAD A HIGH-PERFORMING TEAM</p>	<p>TURN TECH DEBT INTO HIGH YIELDS NOW AND IN THE FUTURE</p>
<p>How Tyson Foods Ignites Business Transformation With Generative AI Speakers: Ted Schadler, VP, Principal Analyst, Forrester Balaji Viswanath, Managing Director, IT, Tyson Foods</p>	<p>Getting Your Team’s Skills Ready For The Future Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p>	<p>From Chaos To Continuous: A Sustainable, Integrated Approach For Managing Technical Debt Speakers: Charles Betz, Research Director, Forrester</p>
<p>FOSTERING RESILIENCE TO ENABLE CREATIVITY</p>	<p>POWER YOUR BUSINESS WITH AWESOME SOFTWARE</p>	<p>INNOVATE NEW VALUE WITH EMERGING TECHNOLOGY</p>
<p>Panel: Design For Resilience With Agile EA Speakers: Lauren Nelson, VP, Research Director, Forrester Aslam Merchant, Vice President, Enterprise Architecture & Chief Architect, Kaiser Permanente Madhu Rao, Senior Vice President, Head of Enterprise Architecture and Process Reengineering, U.S. Bank Travis Kerscher, SVP, Technology Resilience, PNC Bank</p>	<p>Composable Architecture: Modern Enterprise Architecture And Design For the Adaptable Enterprise Speakers: Christopher Lundy, Principal Enterprise Architect, Seagen</p>	<p>Is It The End Of The Contact Center (As We Know It)? Speakers: Christina McAllister, Senior Analyst, Forrester</p>

Monday, Sep 11

3:35 pm – 4:20 pm
CDT

Marketplace Coffee Break & Networking (In-Person Only)

3:40 pm - 3:50 pm CDT - Domo: Amplify the value of data in your business by using insight to create impact

Speakers: John Stills, Solution Consultant, Domo

3:40 pm - 3:50 pm CDT - Rakuten SixthSense: The Observability Evolution: Roadmap to AutoOps

Speakers: Amit Srivastava, Vice President of Sales & Marketing, Rakuten Sixth Sense

3:55 pm - 4:05 pm CDT - OutSystems: Powering Business Growth with High-Performance Low-Code

Speakers: Russell Youngblood, Solutions Architect, OutSystems

3:50-4:10 PM CDT | Coffee Chat: Stop Burning Out Your Best People

Speakers: Jonathan Roberts, Senior Analyst, Forrester

3:55 pm - 4:05 pm CDT - Systemware: Elevating Industries with Tailored Content Services Solutions

Speakers: Michael Genovese, Director of Product Innovation , Systemware

4:10 pm - 4:20 pm CDT - Mural: Embrace AI and Empower Teamwork with Mural

Speakers: Josh Berman, Sr. Product Marketing Manager, Mural

4:10 pm - 4:20 pm CDT - Agilepoint: Create cross-functional automation at scale with codeless innovation

Speakers: Jesse Shiah, Co-Founder, AgilePoint

3:35 pm – 4:20 pm
CDT

Forrester Women's Leadership | Interactive Discussion and Q&A: Powering Change in the Workplace (In-Person Only)

Speakers: Melissa Gill, VP, CX Executive Partner • Executive Program, Forrester Yvonne Wassenaar, Board Member & Advisor, Forrester, Arista Networks, and Harvey Mudd College Heidi Norman, CIO and Director, Dept of Innovation & Performance, City of Pittsburgh Tia Eady, Global Head of Innovation & Transformation and Distinguished Architect Group, Cognizant Cecilia Coates, Managing Director, U.S. Department of State

4:20 pm – 4:50 pm
CDT

Keynote: Creative Resilience: An Oxymoron

Speakers: Lauren Nelson, VP, Research Director, Forrester

4:50 pm – 5:05 pm
CDT

Keynote: Forrester Technology Awards 2023: Enterprise Architecture Award

Speakers: Charles Betz, Research Director, Forrester Madhu Rao, Senior Vice President, Head of Enterprise Architecture and Process Reengineering, U.S. Bank

Monday, Sep 11

5:05 pm – 5:35 pm CDT	Keynote: Forrester Technology Awards 2023: Technology Strategy Impact Award Speakers: Sharyn Leaver, Chief Research Officer, Forrester Ashish Grover, CIO, Falabella Ariel Schabas, CTO, Ecommerce & Marketplace, Falabella
5:35 pm – 5:40 pm CDT	Closing Remarks Speakers: Matthew Guarini, VP, Research Director, Forrester
5:40 pm – 7:00 pm CDT	Reception

Tuesday, Sep 12

8:00 am – 9:00 am CDT	General Breakfast
9:00 am – 9:35 am CDT	Welcome Back & Keynote: Generative AI: The Myths Behind the Magic Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester Mike Gualtieri, VP, Principal Analyst, Forrester
9:35 am – 10:05 am CDT	Keynote Session: More Than A Shiny New Toy: How Brands Turn To Marketing To Lead Their AI Agenda Speakers: Jay Pattisall, VP, Principal Analyst, Forrester

Tuesday, Sep 12

10:15 am – 11:00 am
CDT

Marketplace Coffee Break & Networking (In-Person Only)

10:20 am - 10:30 am CDT - HCL: 5 Steps to Successful Citizen Development

Speakers: Martin Lechleider, Product Director, HCL

10:20 - 11:00AM CDT - Embracing Diversity As A Key To Growth

Speakers: Jade Johnson, DE&I Leader,

10:20 am - 10:30 am CDT - How Fortune 500 companies supercharge connections with Hiya

Speakers: Sean Goldie, Director of Sales, Hiya

10:30 - 10:50 AM CDT - Coffee Chat: Effective Innovation Leadership

Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester Katy Tynan, VP, Principal Analyst, Forrester

10:35 am - 10:45 am CDT - Willowtree: GenAI Proof of Concept to Production - the journey and the destination

Speakers: Patrick Wright, Chief Data & AI Officer, WillowTree

11:00 am – 11:30 am
CDT

Breakout Sessions

LEAD A HIGH-PERFORMING TEAM

Leading The Actualized Workforce: Earning Excellence From Individuals And Teams

Speakers: Angelina Gennis, Senior Analyst, Forrester Jonathan Roberts, Senior Analyst, Forrester

TURN TECH DEBT INTO HIGH YIELDS NOW AND IN THE FUTURE

Minimizing Tomorrow’s Technical Debt With Modern Sourcing Strategies

Speakers: Akshara Naik Lopez, Senior Analyst, Forrester Bill Martorelli, Principal Analyst, Forrester

FOSTERING RESILIENCE TO ENABLE CREATIVITY

Get Proactive With Observability And AIOps

Speakers: Carlos Casanova, Principal Analyst, Forrester

INNOVATE NEW VALUE WITH EMERGING TECHNOLOGY

Augmented Coding: Will TuringBots Take Over Writing Software?

Speakers: Mike Gualtieri, VP, Principal Analyst, Forrester

Tuesday, Sep 12

11:40 am – 12:10 pm
CDT

Case Study Sessions (In-Person Only)

Aisera: Unleashing Human Potential in the Enterprise with Generative AI

Speakers: Karthik SJ, VP, Product Management and Strategy, Aisera Jeevan Bobbili, Global Head of Intelligent Automation & Digital Strategy, Alcon

Coveo: The Future of CX + EX: GenAI and 10 Cutting-Edge AI Models Available Today

Speakers: Cynthia Connors, General Manager of Platforms, Coveo

Ionic: How Mobile Mini consolidated 8 apps into 1 superapp

Speakers: Vlvek Mano, Senior Director of Marketing, Ionic

OutSystems: Roche Promotes Agility and Accelerates Innovation with Low-Code

Speakers: Susan Danielson, Product Line Lead - Automation & Rapid App Development, Roche Luis Giraldo, VP of Strategic Partnerships and Digital Innovation, Outsystems

12:10 pm – 1:10 pm
CDT

Lunch & Marketplace (In-Person Only)

12:40 - 1:00 PM CDT | Coffee Chat: Will Generative AI Steal Your Job?

Speakers: Christina McAllister, Senior Analyst, Forrester James L. McQuivey, PhD, VP, Research Director, Forrester

Tuesday, Sep 12

1:10 pm – 1:40 pm
CDT

Breakout Sessions		
MAKE TECHNOLOGY A STRATEGIC DIFFERENTIATOR	LEAD A HIGH-PERFORMING TEAM	TURN TECH DEBT INTO HIGH YIELDS NOW AND IN THE FUTURE
<p>The Impact of Generative AI On Technology Services -- What It Means for You Speakers: Ted Schadler, VP, Principal Analyst, Forrester</p>	<p>Why IT Skills Development Programs Fail (And What You Should Be Doing Instead) Speakers: Katy Tynan, VP, Principal Analyst, Forrester Rob Hill, Associate CIO for User & Network Services, Internal Revenue Service</p>	<p>Make Great Technology Decisions That Minimize The Impacts Of Tech Debt Speakers: Alvin Nguyen, Senior Analyst, Forrester</p>
FOSTERING RESILIENCE TO ENABLE CREATIVITY	POWER YOUR BUSINESS WITH AWESOME SOFTWARE	INNOVATE NEW VALUE WITH EMERGING TECHNOLOGY
<p>Anticipate And Adapt With IoT-Powered Smart Supply Chain Speakers: Michele Pelino, Principal Analyst, Forrester</p>	<p>Panel: When To Build Vs. Buy, Customize Vs. Compose Speakers: Joe Cicman, Principal Analyst, Forrester Manuel Geitz, Principal Analyst, Forrester Chris Gardner, VP, Research Director, Forrester</p>	<p>Panel: Buyer Beware Emerging Technologies Speakers: Brian Hopkins, VP, Emerging Tech Portfolio, Forrester David Mooter, Principal Analyst, Forrester Mike Gualtieri, VP, Principal Analyst, Forrester Raymond Bordogna, Global Director of Strategy & Enterprise Architecture, WPP</p>

1:50 pm – 2:20 pm
CDT

Case Study Sessions (In-Person Only)		
<p>Amelia: How can I help you? Putting digital agents and Conversational AI at the heart of customer service strategy, the insights gained along the way, and a look at the Generative AI future. Speakers: Lanham Napier, President, Amelia Brandon Nott, Chief Product Officer, Amelia</p>		
<p>Ardoq: Empowering Success - 3 Cs: Cyber, Competency, Capability Speakers: Gordon Cooper, Director of Customer Solutions, Ardoq</p>		
<p>Moveworks: How Jamf Empowers Employees With Generative AI Speakers: Melissa Dunham, Senior Director, IT Support and Services, Jamf</p>		

2:30 pm – 3:00 pm
CDT

Keynote: Hyperscale Your Talent Engine		
Speakers: Betsy Summers, Principal Analyst, Forrester		

Tuesday, Sep 12

3:00 pm – 3:30 pm CDT	<p>Keynote: Predictions 2024 Speakers: Keith Johnston, VP, Group Director, Forrester Betsy Summers, Principal Analyst, Forrester Brandon Purcell, VP, Principal Analyst, Forrester Chuck Gahun, Principal Analyst, Forrester</p>
3:30 pm – 3:45 pm CDT	<p>Closing Remarks</p>
4:00 pm – 6:00 pm CDT	<p>Forrester Women's Leadership Program (In-Person Only) Your Why. Your Superpower. Your Career Vision of Success. Speakers: Lillian M. Davenport, Principal, End View Solutions, LLC</p>
4:00 pm – 5:15 pm CDT	<p>Workshops (In-Person Only)</p> <p>End-User Prompt Engineering Strategies To Make The Most Of Generative AI Speakers: Kalyan Sumanam, VP, Principal Consultant, Forrester Jeremy Vale, Researcher, Forrester</p> <p>Improving Your Technology Investment Decision-Making Speakers: Chris Gallacher, VP, Principal Consultant, Forrester Christopher Gilchrist, Principal Analyst, Forrester Sean McCormick, Principal Consultant, Forrester</p>
4:00 pm – 6:00 pm CDT	<p>Analyst Relations Exchange (In-Person Only)</p> <p>4:00 pm - 4:15 pm Arrival, Coffee & Networking</p> <p>4:15 pm - 4:30 pm Welcome And Kick-Off Speakers: Christopher Andrews, VP, Product Management, Forrester</p> <p>4:30pm - 5:00pm Forrester Research Update</p> <p>5:00pm - 5:15pm Forrester's Evaluative Research Methodology Speakers: Danielle Jessee, Director, Evaluative Research, Forrester</p> <p>5:15 pm - 5:30 pm Q&A With Forrester Executives</p> <p>5:30 pm - 6:00 pm Private Reception With Forrester Analysts</p>

Tuesday, Sep 12

6:00 pm – 7:30 pm
CDT

Welcome Reception (In-Person Only)