



FORRESTER®

Data Strategy & Insights 2023

Austin & Digital

September 13, 2023 – September 14, 2023

General Agenda

Agenda downloaded: 2024/05/16 13:00:24

Bold Starts: Tuesday, Sep 12

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| 2:00 pm – 6:00 pm CDT | Bold Starts: Special Programs (In-Person Only) |
| 2:30 pm – 3:00 pm CDT | Technology & Innovation Keynote: Hyperscale Your Talent Engine Speakers: Betsy Summers, Principal Analyst, Forrester |
| 3:00 pm – 3:30 pm CDT | Technology & Innovation 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 |
| 4:00 pm – 6:00 pm CDT | Forrester Women's Leadership Program (In-Person Only) Speakers: , , Kim Herrington, Senior Analyst, Forrester Sudha Maheshwari, VP, Research Director, Forrester Chioma Onwuanibe, VP, CIO Executive Partner, Forrester Your Why. Your Superpower. Your Career Vision of Success. Speakers: Lillian M. Davenport, Principal, End View Solutions, LLC |
| 4:00 pm – 5:15 pm CDT | Workshops (In-Person Only) Workshop: End-User Prompt Engineering Tactics To Make The Most Of Generative AI Speakers: Kalyan Sumanam, VP, Principal Consultant, Forrester Jeremy Vale, Researcher, Forrester Workshop: Improving Your Technology Investment Decision-Making Speakers: Chris Gallacher, VP, Principal Consultant, Forrester Christopher Gilchrist, Principal Analyst, Forrester Sean McCormick, Principal Consultant, Forrester |

Bold Starts: Tuesday, Sep 12

4:00 pm – 6:00 pm
CDT

Analyst Relations Exchange (In-Person Only)

4:00pm-4:15pm | Pre-Forum Coffee & Networking

4:15pm-4:30pm | Welcome and Kick-Off

Speakers: Christopher Andrews, VP, Product Management, Forrester

4:30pm-5:00pm | Forrester Research Strategy and Update

5:00pm-5:15pm | Forrester's Research Methodology And Insights For High-Tech & Service Providers

Speakers: Danielle Jessee, Director, Evaluative Research, Forrester

5:15pm-5:30pm | Q&A With Forrester Executives

5:30pm-6:00pm | Private Reception With Forrester Analysts

6:00 pm – 7:30 pm
CDT

Welcome Reception (In-Person Only)**Wednesday, Sep 13**

8:30 am – 9:30 am
CDT

General Breakfast

9:30 am – 10:10 am
CDT

Welcome & Opening Remarks

Speakers: George Colony, CEO, Forrester Brandon Purcell, VP, Principal Analyst, Forrester

10:10 am – 10:55 am
CDT

Keynote: The Generative AI Adventure

Speakers: Samir Shah, VP, Software Engineering, AARP Jared Weiss, VP, Data Science and Advanced Analytics, AARP Rowan Curran, Senior Analyst, Forrester

Wednesday, Sep 13

11:00 am – 11:45 am
CDT**Marketplace Coffee Break & Networking (In-Person Only)****11:05am - 11:15am CDT - InfoCepts: AI-Powered Insights made easy with DiscoverYai**

Speakers: Paco Hernandez, Principal Consultant & Advisory Leader, Infocepts

11:05am - 11:15am CDT - OvalEdge: End to End Data Governance 10 Minute Demo

Speakers: Rachel McGuirk, Director of Solution Engineering, OvalEdge

11:20am - 11:30am CDT - Actian: Harnessing Customer Analytics for Experience-Led Growth

Speakers: Becky Staker, Vice President of Customer Experience, Actian

11:20am - 11:30am CDT - Denodo: How to build an enterprise data fabric in 10 minutes

Speakers: Andrew Griffin, Sales Director - South Central USA, Denodo Chris Walters, Senior Sales Engineer, Denodo

11:35am - 11:45am CDT - Akkio: Generative Analytics and Machine Learning: Use AI For A Competitive Edge

Speakers: Jason Huber, Director of Solutions Engineering, Akkio

11:35am - 11:45am CDT - CallMiner: Decoding insights from customer conversations using AI technology

Speakers: Megan Keup, Product Marketing Manager, CallMiner

11:45 am – 12:15 pm
CDT**Breakout Sessions****CEMENT THE ROLE OF DATA AND INSIGHTS
IN TECH STRATEGY****Data Storytelling And Leadership Listening**Speakers: Kim Herrington, Senior Analyst,
Forrester**ACCELERATE DATA MODERNIZATION
OUTCOMES****Is It The End Of The Contact Center (As We
Know It)?**Speakers: Christina McAllister, Senior Analyst,
Forrester**FUEL CUSTOMER OBSESSION WITH THE
RIGHT INSIGHTS****Harmonize With IT For Analytics Success**Speakers: Aaron Katz, VP, Research Director,
Forrester Aldila Yunus, Researcher, Forrester

Wednesday, Sep 13

12:20 pm – 12:50 pm
CDT

Case Study Sessions (In-Person Only)

Domo: Striking the Balance: Applying Data Governance to AI Governance

Speakers: Karl Altern, Principal Program Manager, Domo

EY: Driving digitization at the plant level with AI/ML at scale

Speakers: Dany Bou Laba Bassil, Senior Manager, Data & Analytics, EY Ujwal Chejerla, Director, AI/ML, PPG Traci Gusher, Americas Data & Analytics Leader, EY

Reltio: Revolutionizing Enterprise Data Management With AI/ML

Speakers: Ayan Basu, Sr. Director, Product Management, Reltio

12:50 pm – 1:50 pm
CDT

Lunch & Marketplace Break

12:50 pm – 1:50 pm
CDT

ELE Exclusive Lunch | AI Decoded: Separating Fact From Fiction With Forrester Experts

Speakers: Mike Gualtieri, VP, Principal Analyst, Forrester Katie Linford, Principal Analyst, Forrester

1:50 pm – 2:20 pm
CDT

Breakout Sessions

CEMENT THE ROLE OF DATA AND INSIGHTS IN TECH STRATEGY

AI In Highly Regulated Industries: Opportunities vs. Risks (In-Person Only)

Speakers: Stacy Aguilar, Head of Data Strategy, Haleon Tony Ferreira, VP, Senior Director of Global Marketing Strategy & Execution, MFS Investment Management Sudha Maheshwari, VP, Research Director, Forrester

ACCELERATE DATA MODERNIZATION OUTCOMES

Data Governance Is The Foundation Of Analytics Success

Speakers: Jayesh Chaurasia, Analyst, Forrester

FUEL CUSTOMER OBSESSION WITH THE RIGHT INSIGHTS

Build A Winning Data Team: Strategies For Effective Collaboration, Adaptability, And Customer Impact (In-Person Only)

Speakers: Marta Dalton, VP, Data Analytics & Customer Insights, Amyris Jack Garland, SVP, Marketing Technology, Discover Financial Services Manu Singh, SVP, Insights, Analytics & Sales Data Strategy, National CineMedia Aaron Katz, VP, Research Director, Forrester

Wednesday, Sep 13

2:25 pm – 2:55 pm
CDT

Case Study Sessions (In-Person Only)

Atlan: Next-gen Data Catalogs: The Control Plane For Self-service

Speakers: Austin Kronz, Director of Data Strategy, Atlan Preston Badeer, Director of Data Engineering, Buildertrend

Generative AI: Keller Williams + DataRobot A CDO's Must-Know Guide to Unlock Business Value

Speakers: Lisa Aguilar, VP Industry Field CTOs and Product Solutions, DataRobot Fred DeLetter, Senior Director of Business Insights & Analytics, Keller Williams Ryan Frederick, Data Science Architect, Keller Williams

Teradata: Data Fabric Enablement with an Efficient Data Marketplace: Verizon's Journey Thus Far

Speakers: Latheef Syed, Executive Director of Data & Analytics, Verizon

3:00 pm – 3:30 pm
CDT

Breakout Sessions

CEMENT THE ROLE OF DATA AND INSIGHTS IN TECH STRATEGY

Drive Business Outcomes With The Insights To Action Cycle

Speakers: Aaron Katz, VP, Research Director,
Forrester Tina Moffett, Principal Analyst,
Forrester Brandon Purcell, VP, Principal
Analyst, Forrester

ACCELERATE DATA MODERNIZATION OUTCOMES

Top Trends And Emerging Technologies In Data Management

Speakers: Noel Yuhanna, VP, Principal Analyst,
Forrester

FUEL CUSTOMER OBSESSION WITH THE RIGHT INSIGHTS

Integrating Experience Data For Actionable Customer Insights

Speakers: Rich Saunders, Senior Analyst,
Forrester

Wednesday, Sep 13

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| 3:30 pm – 4:15 pm CDT | Marketplace Coffee Break & Networking (In-Person Only) 3:35pm - 3:45pm CDT - APEX Analytix: Data Governance-As-A Service: Accurate 3rd Party Data, More Insights Speakers: Akhilesh Agarwal, Chief Operating Officer & Executive Vice President, apexanalytix Derek Binnicker, Senior Vice President, Global Sales, apexanalytix 3:35pm - 3:45pm CDT - Kyndryl: 3 Mistakes That Can Derail Your Data Strategy Speakers: Eddie Sayer, Director, Enterprise Architecture, Kyndryl 3:50pm - 4:00pm CDT - Brandwatch: Accelerating Insights: Unleashing Generative AI In Research Workflows Speakers: Jeff Charlip, Senior Solutions Consultant, Brandwatch 3:50pm - 4:00pm CDT - Systemware: Elevating Industries with Tailored Content Services Solutions Speakers: Michael Genovese, Director of Product Innovation , Systemware 4:05pm - 4:15pm CDT - Decision Point: Building Data Habits for Everyone Speakers: Ravi Shankar, CEO, Decision Point |
| 3:30 pm – 4:15 pm CDT | Analyst-Led Roundtables The Guardians Of Data: Empowering Responsible Stewardship Speakers: Sudha Maheshwari, VP, Research Director, Forrester Data Governance: Organizational Compliance is Possible! Speakers: Jayesh Chaurasia, Analyst, Forrester |
| 4:20 pm – 4:50 pm CDT | Keynote: Build An Insights-Driven Enterprise To Power Business Success Speakers: Dak Liyanearachchi, Chief Data & Technology Officer, NRG Energy Brandon Purcell, VP, Principal Analyst, Forrester |
| 4:50 pm – 5:20 pm CDT | Keynote: The Four Fundamental Principles Of Creating A Data-Led Culture Speakers: Dr. Brita Andercheck, Chief Data Officer and Director of the Office of Data Analytics and Business Intelligence, City of Dallas Bill Zielinski, CIO, City of Dallas |
| 5:30 pm – 7:00 pm CDT | Reception |

Thursday, Sep 14

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| 8:30 am – 9:30 am CDT | General Breakfast |
| 9:30 am – 9:40 am CDT | Welcome & Opening Remarks Speakers: Srividya Sridharan, VP, Group Director, Forrester |
| 9:40 am – 10:10 am CDT | Keynote: Dissect The Anatomy Of Decisions To Improve Your Business Health Speakers: Brandon Purcell, VP, Principal Analyst, Forrester |
| 1:10 pm – 1:40 pm CDT | Keynote: Unlocking The Future: AI's Evolution And Impact At U.S. Bank Speakers: Srini Nallasivan, Executive Vice President, Chief AI and Analytics Officer , U.S. Bank Srividya Sridharan, VP, Group Director, Forrester |
| 10:45 am – 11:35 am CDT | Marketplace Coffee Break & Networking (In-Person Only) 10:50am - 11:00am CDT - Reltio: Faster Time to Value with Reltio Velocity Packs Speakers: Guy Vorster, Principal Solutions Consultant, Reltio 10:50am - 11:00am CDT - Teradata Vantage™: The Analytics and Data Engine Enabling Enterprise AI/ML & Gen AI Speakers: Katrina Conn, Sr Director Data Science Americas, Teradata |
| 10:45 am – 11:35 am CDT | Analyst-Led Roundtables From Platforms To Infrastructure: The AI Technology You Need To Know About Speakers: Mike Gualtieri, VP, Principal Analyst, Forrester Insights And The Customer: Understanding The Who, What, And Why Speakers: Rich Saunders, Senior Analyst, Forrester Responsible AI: Find The Carrots Among The Sticks Speakers: Brandon Purcell, VP, Principal Analyst, Forrester Jeremy Vale, Researcher, Forrester |

Thursday, Sep 14

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| 11:35 am – 12:05 pm CDT | Breakout Sessions | | |
| | ACCELERATE DATA MODERNIZATION OUTCOMES | | FUEL CUSTOMER OBSESSION WITH THE RIGHT INSIGHTS |
| | AI-Driven Data Quality Renaissance (In-Person Only) Speakers: Curley Thomas III, Enterprise Data Performance Manager, Chevron Jayesh Chaurasia, Analyst, Forrester | | Boost Your Organization’s Marketing Strategy With Analytics Speakers: Mrinal Kanti, VP, Digital & Product Analytics, Discover Financial Services Tina Moffett, Principal Analyst, Forrester |
| 12:10 pm – 12:40 pm CDT | Case Study Sessions (In-Person Only) | | |
| | Acxiom: Building An Insights-Driven Future Speakers: Karlis Kezbers, Vice President of Global Client Analytics at Ticketmaster, Acxiom Brady Gadberry, Senior Vice President of Data Products for Acxiom, Acxiom | | |
| | Foursquare: Powering Product Innovation with Client Discovery Speakers: Scot Frank, Director of Product Management, Foursquare | | |
| 12:45 pm – 1:15 pm CDT | Breakout Sessions | | |
| | CEMENT THE ROLE OF DATA AND INSIGHTS IN TECH STRATEGY | ACCELERATE DATA MODERNIZATION OUTCOMES | FUEL CUSTOMER OBSESSION WITH THE RIGHT INSIGHTS |
| | Generative AI: Eight Strategies For Enterprise Tech Leaders Speakers: Mike Gualtieri, VP, Principal Analyst, Forrester Jeremy Vale, Researcher, Forrester | Analytics At The Speed Of Business With Data Fabric 2.0 Speakers: Noel Yuhanna, VP, Principal Analyst, Forrester | Hydrate Insights With Third-Party Data Speakers: Zeid Khater, Analyst, Forrester |
| 1:15 pm – 2:15 pm CDT | Lunch & Marketplace Break | | |
| 2:20 pm – 2:50 pm CDT | Keynote: Smarter Decisions Faster Speakers: Kim Herrington, Senior Analyst, Forrester | | |