



**FORRESTER**

# Technology & Innovation Summit North America 2024

**Austin & Digital**

September 9, 2024 – September 12, 2024

Agenda downloaded: May 03, 2026 11:18:53 AM ET

**Bold Starts: Monday, Sep 9**

|                          |   |
|--------------------------|---|
| 1:00 pm – 4:15 pm<br>CDT | <p><b>AI Innovation Lab: Discover. Experiment. Compete. (In-Person Only)</b></p> <p>Speakers: William McKeon-White, Senior Analyst, Forrester Elizabeth Cullen, Researcher, Forrester Madeline Cyr, Researcher, Digital Retail, Forrester Kevin Dean, CEO, ManoByte</p>   |
| 4:30 pm – 6:00 pm<br>CDT | <p><b>Forrester Women's Leadership Program</b></p> <p><b>4:30 pm   Welcome Remarks</b><br/>Speakers: Sudha Maheshwari, VP, Research Director, Forrester</p> <p><b>4:45 pm   Fireside Chat: Empowering Growth Through Personal Branding</b></p> <p><b>5:15 pm   Activity &amp; Networking</b><br/>Speakers: Sudha Maheshwari, VP, Research Director, Forrester Linda Ivy-Rosser, VP, Research Director, Forrester , , Forrester Allie Mellen, Principal Analyst, Forrester</p> <p><b>5:50 pm   Wrap-up &amp; Overview</b><br/>Speakers: Sudha Maheshwari, VP, Research Director, Forrester</p> |
| 4:30 pm – 6:00 pm<br>CDT | <p><b>Level-Up Workshop: Craft A Winning Tech Strategy- Forrester's Blueprint for Success</b></p> <p>Speakers: Bobby Cameron, VP, Principal Analyst, Forrester Marianne Doran-Collins, VP, Consulting Director, Forrester Rowan Curran, Principal Analyst, Forrester Kalyan Sumanam, VP, Principal Consultant, Forrester Tracy Woo, Principal Analyst, Forrester Lee Sustar, Principal Analyst, Forrester Aaron Katz, VP, Research Director, Forrester Sean McCormick, Principal Consultant, Forrester</p>  |
| 6:00 pm – 7:30 pm<br>CDT | <p><b>Welcome Reception</b></p>   |
| 6:00 pm – 7:00 pm<br>CDT | <p><b>Executive Leadership Exchange (Invite Only): Meet Your Peers Reception</b></p>  |

**Tuesday, Sep 10**

|                          |   |
|--------------------------|---|
| 8:30 am – 9:30 am<br>CDT | <p><b>General Breakfast</b></p>   |
| 8:30 am – 9:30 am<br>CDT | <p><b>Forrester Women's Leadership Program: Breakfast Panel Discussion</b></p> <p>Speakers: Heidi Norman, CIO and Director, Dept of Innovation &amp; Performance, City of Pittsburgh Allie Mellen, Principal Analyst, Forrester Kim Tatum, Managing Director, Deloitte Consulting LLP</p> |

**Tuesday, Sep 10**

|                            |  |
|----------------------------|--|
| 9:30 am – 10:15 am<br>CDT  | <p><b>Welcome &amp; Opening Remarks</b></p> <p>Speakers: George Colony, CEO, Forrester Stephanie Balaouras, VP, Group Director, Forrester</p>  |
| 10:15 am – 10:45 am<br>CDT | <p><b>Keynote: The Power of AI Computing</b></p> <p>Speakers: Julie Mohr, Principal Analyst, Forrester</p>   |
| 10:55 am – 11:45 am<br>CDT | <p><b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b></p> <p><b>11:00-11:10am - Creatio: The Rise of No-Code: Inspiring Enterprise Automation Story</b><br/>Speakers: Andie Dovgan, Chief Growth Officer, Creatio Jason Miller, No-Code Evangelist &amp; Principal Consultant, Creatio</p> <p><b>11:15-11:25am - Kyndryl: Create new customer value with data that powers AI</b><br/>Speakers: Shekhar Jadhav, Director, Data Consulting, Kyndryl</p> <p><b>11:30-11:40am - Brandwatch: Harnessing the Future: Brandwatch's Journey in AI &amp; Innovation</b><br/>Speakers: Alan Dix, Vice President of Product Management, Brandwatch</p> |
| 10:55 am – 11:25 am<br>CDT | <p><b>Analyst-Led Roundtable</b></p> <p><b>Industry: Public Sector</b><br/>Speakers: Devin Dickerson, Principal Analyst, Forrester</p> <p><b>Fostering Digital Employee Experience and Collaboration</b><br/>Speakers: Cheryl McKinnon, Principal Analyst, Forrester William McKeon-White, Senior Analyst, Forrester</p> <p><b>Forrester Izola: Lessons Learned Building Our Own GenAI Tool</b><br/>Speakers: Doug Washburn, Vice President, Product Management, Forrester</p>   |
| 11:00 am – 12:15 pm<br>CDT | <p><b>Level-Up Workshop: Reduce Technical Debt</b></p> <p>Speakers: Linda Ivy-Rosser, VP, Research Director, Forrester Bobby Cameron, VP, Principal Analyst, Forrester</p>   |
| 11:00 am – 11:30 am<br>CDT | <p><b>Executive Leadership Exchange (Invite only): Exclusive Keynote Q&amp;A With George Colony &amp; Julie Mohr</b></p> <p>Speakers: George Colony, CEO, Forrester Julie Mohr, Principal Analyst, Forrester</p>   |

Tuesday, Sep 10

11:45 am – 12:15 pm  
CDT

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| <b>Breakout Sessions</b>  |   |
| <b>LEADERSHIP &amp; TALENT</b>  | <b>TECHNOLOGY STRATEGY &amp; ENTERPRISE ARCHITECTURE</b>  |
| <b>Make People The Key To Your Success In An AI World</b><br>Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester | <b>Activate Your High-Performance IT Strategy In An AI-Driven World</b><br>Speakers: Ted Schadler, VP, Principal Analyst, Forrester   |
| <b>BUSINESS APPLICATIONS &amp; APPLICATION DEVELOPMENT</b>  | <b>INFRASTRUCTURE &amp; OPERATIONS</b>  |
| <b>The Future Of Enterprise Software</b><br>Speakers: Liz Herbert, VP, Principal Analyst, Forrester                             | <b>Get To A Smart Future With The Right Tech Investments</b><br>Speakers: Andre Kindness, Principal Analyst, Forrester Michele Pelino, VP, Principal Analyst, Forrester   |
| <b>DATA &amp; ANALYTICS</b>   | <b>AI</b>   |
| <b>Supercharge Your GenAI Initiatives With Vector Databases</b><br>Speakers: Noel Yuhanna, VP, Principal Analyst, Forrester     | <b>Win The Sprint, But What About the Marathon? Our AI Future</b><br>Speakers: Brian Hopkins, VP, Emerging Tech Portfolio, Forrester Mike Gualtieri, VP, Principal Analyst, Forrester Srividya Sridharan, VP, Group Director, Forrester |

12:25 pm – 12:55 pm  
CDT

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| <b>Case Study Sessions (In-Person Only)</b>   |
| <b>DataRobot: Multiplying Team Productivity for Faster Innovation</b><br>Speakers: Lisa Aguliar, Global Head of Field CTO Team, DataRobot   |
| <b>Domo: How Telus overcame the leading cause of AI project failures</b><br>Speakers: Karl Altern, Principal Program Manager, Domo Amaan Raza, Data Scientist, Customer Network Planning, Telus                           |
| <b>Globant: GenAI - The challenge of scaling with impact</b><br>Speakers: Hernan Tabah, Global Chief Digital and Technology Officer, Suntory Global Spirits Juan Bertiche, Managing Director – Consumer & Retail, Globant |
| <b>Mural: Actionable Intelligence: The AI We Should Be Talking About</b><br>Speakers: Anthony Coppedge, Principal Lead of eCommerce Seller Initiatives, IBM   |

Tuesday, Sep 10

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|---|--|--|--------------------------------|--|---|--|--|--|---|--|-----------------------------|-----------|---|--|
| <p>12:55 pm – 1:55 pm<br/>CDT</p>   | <p><b>Lunch &amp; Marketplace (In-Person Only)</b></p> <p><b>1:00-1:10pm - Forrester: Deliver Data And AI At Scale</b><br/>Speakers: Aaron Katz, Vice President, Research Director, Forrester</p> <p><b>1:15-1:25pm - ZenOptics: Eliminate Analytics Sprawl and Control Analytics Costs</b><br/>Speakers: Saurbh Khera, CEO, ZenOptics Heena Sood, CTO, ZenOptics</p> <p><b>1:30-1:40pm - Atlassian: The Future of IT Operations</b><br/>Speakers: Brooke Fishback, Solutions Engineer - Jira Service Management , Atlassian</p> <p><b>1:45-1:55pm - Airia: Optimize AI across your Enterprise with Airia</b><br/>Speakers: Spencer Reagan, R&amp;D, Airia</p>   |  |                                |  |   |  |  |  |   |  |                             |           |   |  |
| <p>12:55 pm – 1:55 pm<br/>CDT</p>   | <p><b>Executive Leadership Exchange (Invite only): Exclusive Lunch</b></p>   |  |                                |  |   |  |  |  |   |  |                             |           |   |  |
| <p>1:55 pm – 2:40 pm<br/>CDT</p>  | <p><b>Breakout Sessions + Ask An Expert</b></p> <table border="1" data-bbox="315 775 2201 1305"> <tr> <td data-bbox="315 775 1258 831"><b>LEADERSHIP &amp; TALENT</b></td> <td data-bbox="1258 775 2201 831"><b>TECHNOLOGY STRATEGY &amp; ENTERPRISE ARCHITECTURE</b></td> </tr> <tr> <td data-bbox="315 831 1258 938"> <p><b>What It Really Means To Uplevel Your Workforce</b><br/>Speakers: Fiona Mark, Principal Analyst, Forrester Jonathan Roberts, Senior Analyst, Forrester Betsy Summers, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 831 2201 938"> <p><b>Enhance Your IT Capabilities For High-Performance</b><br/>Speakers: Charles Betz, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 938 1258 994"><b>BUSINESS APPLICATIONS &amp; APPLICATION DEVELOPMENT</b></td> <td data-bbox="1258 938 2201 994"><b>INFRASTRUCTURE &amp; OPERATIONS</b></td> </tr> <tr> <td data-bbox="315 994 1258 1101"> <p><b>The Future Of API-Led Business: How AI Will Change How You Do APIs And How You Do Business</b><br/>Speakers: David Mooter, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 994 2201 1101"> <p><b>Great Digital Employee Experience - Not Just A Nice To Have</b><br/>Speakers: Andrew Hewitt, Principal Analyst, Forrester Dr. Brian Gardner, Chief Information Officer, City of Dallas</p> </td> </tr> <tr> <td data-bbox="315 1101 1258 1157"><b>DATA &amp; ANALYTICS</b></td> <td data-bbox="1258 1101 2201 1157"><b>AI</b></td> </tr> <tr> <td data-bbox="315 1157 1258 1305"> <p><b>Modernizing Your Data Architectures With Cloud Data Platforms</b><br/>Speakers: Noel Yuhanna, VP, Principal Analyst, Forrester Peter Faseun, Principal Enterprise Architect, Humana Chuck DeVries, SVP and Technology Officer, Vizient Greg Bowles, Senior IT Manager, UFCU</p> </td> <td data-bbox="1258 1157 2201 1305"> <p><b>Strategies To Win The AI Race</b><br/>Speakers: Rowan Curran, Principal Analyst, Forrester</p> </td> </tr> </table> |  | <b>LEADERSHIP &amp; TALENT</b> | <b>TECHNOLOGY STRATEGY &amp; ENTERPRISE ARCHITECTURE</b> | <p><b>What It Really Means To Uplevel Your Workforce</b><br/>Speakers: Fiona Mark, Principal Analyst, Forrester Jonathan Roberts, Senior Analyst, Forrester Betsy Summers, Principal Analyst, Forrester</p> | <p><b>Enhance Your IT Capabilities For High-Performance</b><br/>Speakers: Charles Betz, VP, Principal Analyst, Forrester</p> | <b>BUSINESS APPLICATIONS &amp; APPLICATION DEVELOPMENT</b> | <b>INFRASTRUCTURE &amp; OPERATIONS</b> | <p><b>The Future Of API-Led Business: How AI Will Change How You Do APIs And How You Do Business</b><br/>Speakers: David Mooter, Principal Analyst, Forrester</p> | <p><b>Great Digital Employee Experience - Not Just A Nice To Have</b><br/>Speakers: Andrew Hewitt, Principal Analyst, Forrester Dr. Brian Gardner, Chief Information Officer, City of Dallas</p> | <b>DATA &amp; ANALYTICS</b> | <b>AI</b> | <p><b>Modernizing Your Data Architectures With Cloud Data Platforms</b><br/>Speakers: Noel Yuhanna, VP, Principal Analyst, Forrester Peter Faseun, Principal Enterprise Architect, Humana Chuck DeVries, SVP and Technology Officer, Vizient Greg Bowles, Senior IT Manager, UFCU</p> | <p><b>Strategies To Win The AI Race</b><br/>Speakers: Rowan Curran, Principal Analyst, Forrester</p> |
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| <p>1:55 pm – 2:40 pm<br/>CDT</p>  | <p><b>Executive Leadership Exchange (Invite only)   Fireside Chat: IT Leadership In the New World of GenAI</b></p> <p>Speakers: Sharyn Leaver, Chief Research Officer, Forrester Aaron Levie, Chief Executive Officer, Co-founder, Box</p>   |  |                                |  |   |  |  |  |   |  |                             |           |   |  |

Tuesday, Sep 10

2:50 pm – 3:20 pm  
CDT

**Case Study Sessions (In-Person Only)**

**Airia: Empower Your Teams to Innovate Faster; Enabling AI Across The Enterprise**  
Speakers: Spencer Reagan, R&D, Airia

**Camunda: How Cardinal Health Creates AI Personal Patient Journeys**  
Speakers: Steven Gregory, Director of Commercial Technologies Software, Cardinal Health

**Credo AI: Scaling GenAI Governance: Mastercard and Credo AI's Blueprint for Enterprise Success**  
Speakers: Andrew Reiskind, Chief Data Officer, Mastercard Mike Rogers, Head of Revenue & GTM, Credo AI

**Reltio: Building a customer data foundation in the age of AI**  
Speakers: Venki Subramanian, SVP, Product Management, Reltio

**SoftRoad: Only 1 AI Migration: System Reform - Create Pure Open System & Add Values**  
Speakers: Daniel Deng, Account Executive, SoftRoad

3:30 pm – 4:00 pm  
CDT

**Breakout Sessions**

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|---|--|
| <b>LEADERSHIP &amp; TALENT</b>  | <b>TECHNOLOGY STRATEGY &amp; ENTERPRISE ARCHITECTURE</b>   |
| <b>Are You Leading Change Or Is Change Leading You?</b><br>Speakers: Katy Tynan, VP, Principal Analyst, Forrester   | <b>Navigate The Four Styles Of High-Performance IT Governance</b><br>Speakers: Christopher Gilchrist, Principal Analyst, Forrester |
| <b>BUSINESS APPLICATIONS &amp; APPLICATION DEVELOPMENT</b>  | <b>INFRASTRUCTURE &amp; OPERATIONS</b>   |
| <b>Why Compromise? Transform SaaS Into Competitive Advantage With Cloud-Native Development</b><br>Speakers: Devin Dickerson, Principal Analyst, Forrester | <b>Build Trust Through Resilience, Leverage Trust For Resilience</b><br>Speakers: Brent Ellis, Principal Analyst, Forrester        |
| <b>DATA &amp; ANALYTICS</b>   | <b>AI</b>  |
| <b>Ensure Data Governance Through Observability</b><br>Speakers: Jayesh Chaurasia, Senior Analyst, Forrester  | <b>Follow The Rules To Win The Race With AI Governance And Regulations</b><br>Speakers: Alla Valente, Principal Analyst, Forrester |

3:30 pm – 4:45 pm  
CDT

**Level-Up Workshop: The Keys to Surviving a Ransomware Attack**  
Speakers: Allie Mellen, Principal Analyst, Forrester

Tuesday, Sep 10

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|--------------------------|---|
| 4:00 pm – 4:45 pm<br>CDT | <p><b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b></p> <p><b>4:05-4:15pm - 1E Limited: Empowering the Digital Employee Experience: 1E's Autonomous DEX Platform and AI Integration</b><br/>Speakers: Katherine Cattini, Director of Product Marketing, 1E</p> <p><b>4:20-4:30pm - Aisera: A Dive into Enterprise GenAI Use Cases and Quickest Path to ROI</b><br/>Speakers: Abhi Maheshwari, CEO, Aisera</p> <p><b>4:35-4:45pm - Treasure Data: Unlocking the Future of Marketing with AI and CDPs</b><br/>Speakers: Kazuki “Kaz” Ohta, Co-Founder &amp; CEO, Treasure Data</p> |
| 4:00 pm – 4:30 pm<br>CDT | <p><b>Analyst-Led Roundtable</b></p> <p><b>Industry: Healthcare</b><br/>Speakers: Alla Valente, Principal Analyst, Forrester Michele Pelino, VP, Principal Analyst, Forrester</p> <p><b>Industry: Financial Services</b><br/>Speakers: Tracy Woo, Principal Analyst, Forrester Lee Sustar, Principal Analyst, Forrester</p> <p><b>Demystifying the Components of AI Architecture</b><br/>Speakers: Brian Hopkins, VP, Emerging Tech Portfolio, Forrester</p>  |
| 4:45 pm – 5:15 pm<br>CDT | <p><b>Keynote: Unleash Your Potential With High-Performance IT</b></p> <p>Speakers: Chuck Gahun, Principal Analyst, Forrester Monty Bedi, EVP and CIO of ALM, Capital Markets, Finance and Risk Technology, PNC Bank Kevin Sturlaugson, Associate Chief Information Officer, Bureau of Indian Affairs (BIA)</p>   |
| 5:15 pm – 5:25 pm<br>CDT | <p><b>Closing Remarks</b></p> <p>Speakers: Stephanie Balaouras, VP, Group Director, Forrester</p>   |
| 5:30 pm – 6:30 pm<br>CDT | <p><b>Reception</b></p>   |
| 7:00 pm – 9:00 pm<br>CDT | <p><b>Executive Leadership Exchange (Invite Only): Exclusive Dinner</b></p>   |

Wednesday, Sep 11

|                            |   |
|----------------------------|---|
| 8:30 am – 9:30 am<br>CDT   | <p><b>General Breakfast</b></p>   |
| 9:30 am – 9:45 am<br>CDT   | <p><b>Welcome &amp; Opening Remarks</b></p> <p>Speakers: Stephanie Balaouras, VP, Group Director, Forrester</p>   |
| 9:45 am – 10:15 am<br>CDT  | <p><b>Keynote: Align By Design Or Risk Decline</b></p> <p>Speakers: Brandon Purcell, VP, Principal Analyst, Forrester</p>   |
| 10:15 am – 10:45 am<br>CDT | <p><b>Keynote: Forrester Technology Awards 2024 -Technology Strategy Impact Award</b></p> <p>Speakers: Sharyn Leaver, Chief Research Officer, Forrester Meghan Condon, Senior Vice President, Digital Transformation &amp; Operating Officer, Best Buy Sean McCormack, Chief Information Officer, First Student</p>   |
| 10:55 am – 11:45 am<br>CDT | <p><b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b></p> <p><b>11:00-11:10am - Agile Dream Team: How to Assemble AI-powered - High-performing Software Development teams : Processes &amp; Best-Practices</b><br/>Speakers: Gabriel Duque, Director of Technical Client Solutions, Agile Dream Team Leonardo Vargas, CTO, Agile Dream Team</p> <p><b>11:15-11:25am - ServiceNow: Modernize Legacy Applications and Processes with GenAI</b><br/>Speakers: Peter Russo, VP, Creator, ERP and Platform Foundations, ServiceNow</p> <p><b>11:30-11:40am - TransUnion: How to take more control over the analytics value chain</b><br/>Speakers: Gwendolyn Smith, Director of Product Marketing, TransUnion</p> |
| 10:55 am – 11:25 am<br>CDT | <p><b>Analyst-Led Roundtable</b></p> <p><b>AI's Impact On IT Sustainability Goals</b><br/>Speakers: Alvin Nguyen, Senior Analyst, Forrester</p> <p><b>Making Sense Of DataOps and ModelOps</b><br/>Speakers: Rowan Curran, Principal Analyst, Forrester</p> <p><b>Forrester Izola: Lessons Learned Building Our Own GenAI Tool</b><br/>Speakers: Doug Washburn, Vice President, Product Management, Forrester</p>   |
| 10:55 am – 11:35 am<br>CDT | <p><b>Forrester Women's Leadership Program: Brand Skill Building Workshop</b></p> <p>Speakers: Julie Young, Senior Consultant, Forrester Marianne Doran-Collins, VP, Consulting Director, Forrester</p>   |

**Wednesday, Sep 11**

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|---|---|---------------------------------------|---|---|--|---|---|---|---|------------------------------------|------------------|---|--|
| <p>11:00 am – 12:15 pm<br/>CDT</p>  | <p><b>Level-Up Workshop: Assess Your AI Data Readiness</b></p> <p>Speakers: Jayesh Chaurasia, Senior Analyst, Forrester Zeid Khater, Analyst, Forrester Chris Gallacher, VP, Executive Partner, Forrester</p>   |                                       |   |   |  |   |   |   |   |                                    |                  |   |  |
| <p>11:45 am – 12:15 pm<br/>CDT</p>  | <p><b>Breakout Sessions</b></p> <table border="1"> <tr> <td data-bbox="315 360 1256 416"> <p><b>LEADERSHIP &amp; TALENT</b></p> </td> <td data-bbox="1256 360 2199 416"> <p><b>TECHNOLOGY STRATEGY &amp; ENTERPRISE ARCHITECTURE</b></p> </td> </tr> <tr> <td data-bbox="315 416 1256 525"> <p><b>The ROI Of Team Culture</b><br/>Speakers: Angelina Gennis, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 416 2199 525"> <p><b>2024 Enterprise Architecture Award</b><br/>Speakers: Charles Betz, VP, Principal Analyst, Forrester Manoj Mathew, Vice President, Enterprise Architecture &amp; Modernization , Scotiabank</p> </td> </tr> <tr> <td data-bbox="315 525 1256 580"> <p><b>BUSINESS APPLICATIONS &amp; APPLICATION DEVELOPMENT</b></p> </td> <td data-bbox="1256 525 2199 580"> <p><b>INFRASTRUCTURE &amp; OPERATIONS</b></p> </td> </tr> <tr> <td data-bbox="315 580 1256 689"> <p><b>How AI And Automation Are Becoming The Cornerstone Of Enterprise Application Delivery And Modernization</b><br/>Speakers: Akshara Naik Lopez, Senior Analyst, Forrester</p> </td> <td data-bbox="1256 580 2199 689"> <p><b>Get Your Cloud Costs Under Control With A FinOps Practice</b><br/>Speakers: Tracy Woo, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 689 1256 745"> <p><b>DATA &amp; ANALYTICS</b></p> </td> <td data-bbox="1256 689 2199 745"> <p><b>AI</b></p> </td> </tr> <tr> <td data-bbox="315 745 1256 831"> <p><b>Crucial Components For Establishing An Effective Data And AI Team</b><br/>Speakers: Kim Herrington, Senior Analyst, Forrester</p> </td> <td data-bbox="1256 745 2199 831"> <p><b>AI And Your Tech Talent – It’s Not All About the AI</b><br/>Speakers: Fiona Mark, Principal Analyst, Forrester</p> </td> </tr> </table> | <p><b>LEADERSHIP &amp; TALENT</b></p> | <p><b>TECHNOLOGY STRATEGY &amp; ENTERPRISE ARCHITECTURE</b></p> | <p><b>The ROI Of Team Culture</b><br/>Speakers: Angelina Gennis, Principal Analyst, Forrester</p> | <p><b>2024 Enterprise Architecture Award</b><br/>Speakers: Charles Betz, VP, Principal Analyst, Forrester Manoj Mathew, Vice President, Enterprise Architecture &amp; Modernization , Scotiabank</p> | <p><b>BUSINESS APPLICATIONS &amp; APPLICATION DEVELOPMENT</b></p> | <p><b>INFRASTRUCTURE &amp; OPERATIONS</b></p> | <p><b>How AI And Automation Are Becoming The Cornerstone Of Enterprise Application Delivery And Modernization</b><br/>Speakers: Akshara Naik Lopez, Senior Analyst, Forrester</p> | <p><b>Get Your Cloud Costs Under Control With A FinOps Practice</b><br/>Speakers: Tracy Woo, Principal Analyst, Forrester</p> | <p><b>DATA &amp; ANALYTICS</b></p> | <p><b>AI</b></p> | <p><b>Crucial Components For Establishing An Effective Data And AI Team</b><br/>Speakers: Kim Herrington, Senior Analyst, Forrester</p> | <p><b>AI And Your Tech Talent – It’s Not All About the AI</b><br/>Speakers: Fiona Mark, Principal Analyst, Forrester</p> |
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| <p><b>BUSINESS APPLICATIONS &amp; APPLICATION DEVELOPMENT</b></p>   | <p><b>INFRASTRUCTURE &amp; OPERATIONS</b></p>   |                                       |   |   |  |   |   |   |   |                                    |                  |   |  |
| <p><b>How AI And Automation Are Becoming The Cornerstone Of Enterprise Application Delivery And Modernization</b><br/>Speakers: Akshara Naik Lopez, Senior Analyst, Forrester</p> | <p><b>Get Your Cloud Costs Under Control With A FinOps Practice</b><br/>Speakers: Tracy Woo, Principal Analyst, Forrester</p>   |                                       |   |   |  |   |   |   |   |                                    |                  |   |  |
| <p><b>DATA &amp; ANALYTICS</b></p>  | <p><b>AI</b></p>  |                                       |   |   |  |   |   |   |   |                                    |                  |   |  |
| <p><b>Crucial Components For Establishing An Effective Data And AI Team</b><br/>Speakers: Kim Herrington, Senior Analyst, Forrester</p>   | <p><b>AI And Your Tech Talent – It’s Not All About the AI</b><br/>Speakers: Fiona Mark, Principal Analyst, Forrester</p>  |                                       |   |   |  |   |   |   |   |                                    |                  |   |  |
| <p>12:25 pm – 1:25 pm<br/>CDT</p>   | <p><b>Lunch &amp; Marketplace (In-Person Only)</b></p> <p><b>12:30-12:40pm - Forrester: Deliver Data And AI At Scale</b><br/>Speakers: Aaron Katz, Vice President, Research Director, Forrester</p> <p><b>12:45-12:55pm - Forrester: Align To Accelerate With Forrester Decisions</b><br/>Speakers: Doug Washburn, VP, Research Products, Forrester Lane Hunter, Manager, Sales, Forrester</p> <p><b>1:00-1:10pm - Forrester: Know Your Style To Deliver High-Performance IT</b><br/>Speakers: Chuck Gahun, Principal Analyst, Forrester</p> <p><b>1:15-1:25pm - Forrester: Build Your IT Strategy</b><br/>Speakers: Marianne Doran-Collins, VP, Consulting Director, Forrester Chris Gallacher, VP, Principal Consultant, Forrester</p>  |                                       |   |   |  |   |   |   |   |                                    |                  |   |  |
| <p>12:55 pm – 1:55 pm<br/>CDT</p>   | <p><b>Executive Leadership Exchange (Invite Only): Exclusive Lunch &amp; HPIT Roundtables</b></p>   |                                       |   |   |  |   |   |   |   |                                    |                  |   |  |

**Wednesday, Sep 11**

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|---|---|--|--------------------------------|--|--|---|--|--|--|--|-----------------------------|-----------|---|--|
| 12:25 pm – 1:15 pm<br>CDT   | <b>Analyst Relations Lunch</b>  |  |                                |  |  |   |  |  |  |  |                             |           |   |  |
| 12:25 pm – 1:15 pm<br>CDT   | <b>Lunch &amp; Learn Session (In-Person Only)</b><br><br><b>Mural: The Secret Sauce to Powering Team Performance</b><br>Speakers: Amelia Jones, Principal CSM, Mural Mike Lyons, Agile Capability Lead, Accenture Federal Services  |  |                                |  |  |   |  |  |  |  |                             |           |   |  |
| 1:25 pm – 2:10 pm<br>CDT  | <b>Breakout Sessions + Ask An Expert</b> <table border="1" data-bbox="315 475 2199 978"> <tr> <td data-bbox="315 475 1256 531"><b>LEADERSHIP &amp; TALENT</b></td> <td data-bbox="1256 475 2199 531"><b>TECHNOLOGY STRATEGY &amp; ENTERPRISE ARCHITECTURE</b></td> </tr> <tr> <td data-bbox="315 531 1256 639"> <b>Unlock AI's Full Potential With Forrester's AIQ Framework</b><br/>           Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester         </td> <td data-bbox="1256 531 2199 639"> <b>Strategic Investments For Unlocking High-Performance IT Value</b><br/>           Speakers: Carlos Casanova, Principal Analyst, Forrester Christopher Gilchrist, Principal Analyst, Forrester         </td> </tr> <tr> <td data-bbox="315 639 1256 695"><b>BUSINESS APPLICATIONS &amp; APPLICATION DEVELOPMENT</b></td> <td data-bbox="1256 639 2199 695"><b>INFRASTRUCTURE &amp; OPERATIONS</b></td> </tr> <tr> <td data-bbox="315 695 1256 804"> <b>Build A Workforce Comfortable With Navigating An Intelligent Enterprise</b><br/>           Speakers: Kate Leggett, Vice President, Principal Analyst, Forrester         </td> <td data-bbox="1256 695 2199 804"> <b>Define Your Next-Generation Cloud Operating Model</b><br/>           Speakers: Lee Sustar, Principal Analyst, Forrester Tracy Woo, Principal Analyst, Forrester         </td> </tr> <tr> <td data-bbox="315 804 1256 860"><b>DATA &amp; ANALYTICS</b></td> <td data-bbox="1256 804 2199 860"><b>AI</b></td> </tr> <tr> <td data-bbox="315 860 1256 978"> <b>Master The Discipline Of Decisions To Drive Analytical Impact</b><br/>           Speakers: Brandon Purcell, VP, Principal Analyst, Forrester Aldila Yunus, Researcher, Forrester         </td> <td data-bbox="1256 860 2199 978"> <b>Behind The Scenes: AI Models, Platforms, And Infrastructure To Deliver AI</b><br/>           Speakers: Mike Gualtieri, VP, Principal Analyst, Forrester         </td> </tr> </table> |  | <b>LEADERSHIP &amp; TALENT</b> | <b>TECHNOLOGY STRATEGY &amp; ENTERPRISE ARCHITECTURE</b> | <b>Unlock AI's Full Potential With Forrester's AIQ Framework</b><br>Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester | <b>Strategic Investments For Unlocking High-Performance IT Value</b><br>Speakers: Carlos Casanova, Principal Analyst, Forrester Christopher Gilchrist, Principal Analyst, Forrester | <b>BUSINESS APPLICATIONS &amp; APPLICATION DEVELOPMENT</b> | <b>INFRASTRUCTURE &amp; OPERATIONS</b> | <b>Build A Workforce Comfortable With Navigating An Intelligent Enterprise</b><br>Speakers: Kate Leggett, Vice President, Principal Analyst, Forrester | <b>Define Your Next-Generation Cloud Operating Model</b><br>Speakers: Lee Sustar, Principal Analyst, Forrester Tracy Woo, Principal Analyst, Forrester | <b>DATA &amp; ANALYTICS</b> | <b>AI</b> | <b>Master The Discipline Of Decisions To Drive Analytical Impact</b><br>Speakers: Brandon Purcell, VP, Principal Analyst, Forrester Aldila Yunus, Researcher, Forrester | <b>Behind The Scenes: AI Models, Platforms, And Infrastructure To Deliver AI</b><br>Speakers: Mike Gualtieri, VP, Principal Analyst, Forrester |
| <b>LEADERSHIP &amp; TALENT</b>  | <b>TECHNOLOGY STRATEGY &amp; ENTERPRISE ARCHITECTURE</b>  |  |                                |  |  |   |  |  |  |  |                             |           |   |  |
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| <b>BUSINESS APPLICATIONS &amp; APPLICATION DEVELOPMENT</b>  | <b>INFRASTRUCTURE &amp; OPERATIONS</b>  |  |                                |  |  |   |  |  |  |  |                             |           |   |  |
| <b>Build A Workforce Comfortable With Navigating An Intelligent Enterprise</b><br>Speakers: Kate Leggett, Vice President, Principal Analyst, Forrester                  | <b>Define Your Next-Generation Cloud Operating Model</b><br>Speakers: Lee Sustar, Principal Analyst, Forrester Tracy Woo, Principal Analyst, Forrester  |  |                                |  |  |   |  |  |  |  |                             |           |   |  |
| <b>DATA &amp; ANALYTICS</b>   | <b>AI</b>   |  |                                |  |  |   |  |  |  |  |                             |           |   |  |
| <b>Master The Discipline Of Decisions To Drive Analytical Impact</b><br>Speakers: Brandon Purcell, VP, Principal Analyst, Forrester Aldila Yunus, Researcher, Forrester | <b>Behind The Scenes: AI Models, Platforms, And Infrastructure To Deliver AI</b><br>Speakers: Mike Gualtieri, VP, Principal Analyst, Forrester  |  |                                |  |  |   |  |  |  |  |                             |           |   |  |
| 1:55 pm – 2:40 pm<br>CDT  | <b>Executive Leadership Exchange (Invite Only)   Workshop: How Ready Are You For High Performance IT?</b><br><br>Speakers: Bobby Cameron, VP, Principal Analyst, Forrester  |  |                                |  |  |   |  |  |  |  |                             |           |   |  |

Wednesday, Sep 11

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| <p>2:20 pm – 2:50 pm<br/>CDT</p>   | <p><b>Breakout Sessions</b></p>   |  |
| <p><b>LEADERSHIP &amp; TALENT</b></p>  | <p><b>TECHNOLOGY STRATEGY &amp; ENTERPRISE ARCHITECTURE</b></p>   |  |
| <p><b>Are You A Better Boss Than A Bot? Level Up Your Leadership Skills For An AI-Infused World</b><br/>Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p>                                     | <p><b>Master Strategic Portfolio Management With A Strategic Value Office</b><br/>Speakers: Margo Visitacion, VP, Principal Analyst, Forrester</p>  |  |
| <p><b>BUSINESS APPLICATIONS &amp; APPLICATION DEVELOPMENT</b></p>  | <p><b>INFRASTRUCTURE &amp; OPERATIONS</b></p>   |  |
| <p><b>Journey Maps And Value Streams Bring Relevancy To Your Tech Stack Investments</b><br/>Speakers: Joe Cicman, Principal Analyst, Forrester Christopher Condo, Principal Analyst, Forrester</p>     | <p><b>The Future Of VMware: What Are Your Options?</b><br/>Speakers: Naveen Chhabra, Principal Analyst, Forrester</p>   |  |
| <p><b>DATA &amp; ANALYTICS</b></p>   | <p><b>AI</b></p>  |  |
| <p><b>Democratize Enterprise Data With AI-Infused Business Intelligence</b><br/>Speakers: Boris Evelson, Vice President, Principal Analyst, Forrester Aaron Katz, VP, Research Director, Forrester</p> | <p><b>Secure And Manage The Risks Of AI</b><br/>Speakers: Jeff Pollard, VP, Principal Analyst, Forrester</p>  |  |
| <p>2:50 pm – 4:05 pm<br/>CDT</p>   | <p><b>Level-Up Workshop: Storytelling: Influence Without Authority</b><br/>Speakers: Kim Herrington, Senior Analyst, Forrester , , Forrester</p>  |  |
| <p>2:50 pm – 3:35 pm<br/>CDT</p>   | <p><b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b></p> <p><b>2:55-3:05pm - Incode Workforce: Close the backdoor to social engineering.</b><br/>Speakers: Harsha Balakrishnan, Senior Sales Intelligence, Incode</p> <p><b>3:10-3:20pm - ManoByte: HubSpot Uses Gen AI to Enhance Customer Experience</b><br/>Speakers: Kevin Dean, CEO, ManoByte</p> <p><b>3:25-3:35pm - Acceldata: From Insight to Action: How Data Observability Delivers Transformative Use Cases Across Industries</b><br/>Speakers: Mahesh Kumar, CMO, Acceldata</p> |  |

**Wednesday, Sep 11**

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|--------------------------|---|
| 3:20 pm – 3:50 pm<br>CDT | <p><b>Analyst-Led Roundtable</b></p> <p><b>Combining Structured &amp; Unstructured Data For AI &amp; Insights</b><br/>Speakers: Zeid Khater, Analyst, Forrester</p> <p><b>Enabling Self-Service Data With Data Catalogs</b><br/>Speakers: Jayesh Chaurasia, Senior Analyst, Forrester</p> <p><b>Forrester Izola: Lessons Learned Building Our Own Gen GenAI Tool</b><br/>Speakers: Doug Washburn, Vice President, Product Management, Forrester</p> |
| 3:35 pm – 4:05 pm<br>CDT | <p><b>Keynote: The Shape Shifting Technology Leader.</b></p> <p>Speakers: Fiona Mark, Principal Analyst, Forrester</p>  |
| 4:05 pm – 4:35 pm<br>CDT | <p><b>Keynote: AI, Low-Code, And The End Of Software Development As We Know It</b></p> <p>Speakers: John Bratincevic, Principal Analyst, Forrester</p>  |
| 4:35 pm – 4:45 pm<br>CDT | <p><b>Closing Remarks</b></p> <p>Speakers: Stephanie Balaouras, VP, Group Director, Forrester</p>   |
| 4:45 pm – 5:45 pm<br>CDT | <p><b>Reception</b></p>   |
| 4:45 pm – 5:45 pm<br>CDT | <p><b>Executive Leadership Exchange (Invite Only): Exclusive Reception With Teams</b></p>   |

**Thursday, Sep 12**

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|--------------------------|---|
| 8:30 am – 9:30 am<br>CDT | <p><b>General Breakfast</b></p>   |
| 9:30 am – 9:35 am<br>CDT | <p><b>Welcome &amp; Opening Remarks</b></p> <p>Speakers: Stephanie Balaouras, VP, Group Director, Forrester</p> |

Thursday, Sep 12

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|---|---|--|---------------------------------------|---|--|---|---|---|---|---|------------------------------------|------------------|--|---|
| <p>9:35 am – 10:05 am<br/>CDT</p>   | <p><b>Keynote: The Real-Time Data Opportunity</b></p> <p>Speakers: Mike Gualtieri, VP, Principal Analyst, Forrester</p>   |  |                                       |   |  |   |   |   |   |   |                                    |                  |  |   |
| <p>10:05 am – 10:35 am<br/>CDT</p>  | <p><b>Keynote: Observe The Future Of AIOps, It's Happening Now</b></p> <p>Speakers: Carlos Casanova, Principal Analyst, Forrester</p>   |  |                                       |   |  |   |   |   |   |   |                                    |                  |  |   |
| <p>10:45 am – 11:30 am<br/>CDT</p>  | <p><b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b></p> <p><b>10:50-11:00am - Broadcom: Driving Innovation With AI And Value Stream Management</b><br/>Speakers: Lance Knight, Chief Value Stream Architect, Broadcom</p> <p><b>11:05-11:15am - Box: Building an Intelligent, Secure Content Strategy</b><br/>Speakers: William Higgins, Team Manager, Solutions Engineering, Box</p> <p><b>11:20-11:30am - Workgrid: Making AI Work for You</b><br/>Speakers: Rob Ryan, Director of Product Marketing and Business Value, Workgrid</p>  |  |                                       |   |  |   |   |   |   |   |                                    |                  |  |   |
| <p>11:30 am – 12:00 pm<br/>CDT</p>  | <p><b>Breakout Sessions</b></p> <table border="1"> <tr> <td data-bbox="315 815 1256 871"> <p><b>LEADERSHIP &amp; TALENT</b></p> </td> <td data-bbox="1256 815 2199 871"> <p><b>TECHNOLOGY STRATEGY &amp; ENTERPRISE ARCHITECTURE</b></p> </td> </tr> <tr> <td data-bbox="315 871 1256 979"> <p><b>How To Get People To Collaborate</b><br/>Speakers: David Johnson, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 871 2199 979"> <p><b>Enable High Performance With Effective Application of Product Management Practices</b><br/>Speakers: Fiona Mark, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 979 1256 1035"> <p><b>BUSINESS APPLICATIONS &amp; APPLICATION DEVELOPMENT</b></p> </td> <td data-bbox="1256 979 2199 1035"> <p><b>INFRASTRUCTURE &amp; OPERATIONS</b></p> </td> </tr> <tr> <td data-bbox="315 1035 1256 1144"> <p><b>Deploying AI Augmented Business Applications Securely</b><br/>Speakers: Linda Ivy-Rosser, VP, Research Director, Forrester Jeff Pollard, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 1035 2199 1144"> <p><b>AI-Powered Automation: What Businesses Are Doing Now</b><br/>Speakers: Craig Le Clair, Vice President, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 1144 1256 1200"> <p><b>DATA &amp; ANALYTICS</b></p> </td> <td data-bbox="1256 1144 2199 1200"> <p><b>AI</b></p> </td> </tr> <tr> <td data-bbox="315 1200 1256 1286"> <p><b>Data Quality Is The Key To Trust In Data</b><br/>Speakers: Jayesh Chaurasia, Senior Analyst, Forrester</p> </td> <td data-bbox="1256 1200 2199 1286"> <p><b>Trusted AI Starts With Explainability</b><br/>Speakers: Brandon Purcell, VP, Principal Analyst, Forrester</p> </td> </tr> </table> |  | <p><b>LEADERSHIP &amp; TALENT</b></p> | <p><b>TECHNOLOGY STRATEGY &amp; ENTERPRISE ARCHITECTURE</b></p> | <p><b>How To Get People To Collaborate</b><br/>Speakers: David Johnson, Principal Analyst, Forrester</p> | <p><b>Enable High Performance With Effective Application of Product Management Practices</b><br/>Speakers: Fiona Mark, Principal Analyst, Forrester</p> | <p><b>BUSINESS APPLICATIONS &amp; APPLICATION DEVELOPMENT</b></p> | <p><b>INFRASTRUCTURE &amp; OPERATIONS</b></p> | <p><b>Deploying AI Augmented Business Applications Securely</b><br/>Speakers: Linda Ivy-Rosser, VP, Research Director, Forrester Jeff Pollard, VP, Principal Analyst, Forrester</p> | <p><b>AI-Powered Automation: What Businesses Are Doing Now</b><br/>Speakers: Craig Le Clair, Vice President, Principal Analyst, Forrester</p> | <p><b>DATA &amp; ANALYTICS</b></p> | <p><b>AI</b></p> | <p><b>Data Quality Is The Key To Trust In Data</b><br/>Speakers: Jayesh Chaurasia, Senior Analyst, Forrester</p> | <p><b>Trusted AI Starts With Explainability</b><br/>Speakers: Brandon Purcell, VP, Principal Analyst, Forrester</p> |
| <p><b>LEADERSHIP &amp; TALENT</b></p>   | <p><b>TECHNOLOGY STRATEGY &amp; ENTERPRISE ARCHITECTURE</b></p>   |  |                                       |   |  |   |   |   |   |   |                                    |                  |  |   |
| <p><b>How To Get People To Collaborate</b><br/>Speakers: David Johnson, Principal Analyst, Forrester</p>  | <p><b>Enable High Performance With Effective Application of Product Management Practices</b><br/>Speakers: Fiona Mark, Principal Analyst, Forrester</p>   |  |                                       |   |  |   |   |   |   |   |                                    |                  |  |   |
| <p><b>BUSINESS APPLICATIONS &amp; APPLICATION DEVELOPMENT</b></p>   | <p><b>INFRASTRUCTURE &amp; OPERATIONS</b></p>   |  |                                       |   |  |   |   |   |   |   |                                    |                  |  |   |
| <p><b>Deploying AI Augmented Business Applications Securely</b><br/>Speakers: Linda Ivy-Rosser, VP, Research Director, Forrester Jeff Pollard, VP, Principal Analyst, Forrester</p> | <p><b>AI-Powered Automation: What Businesses Are Doing Now</b><br/>Speakers: Craig Le Clair, Vice President, Principal Analyst, Forrester</p>   |  |                                       |   |  |   |   |   |   |   |                                    |                  |  |   |
| <p><b>DATA &amp; ANALYTICS</b></p>  | <p><b>AI</b></p>  |  |                                       |   |  |   |   |   |   |   |                                    |                  |  |   |
| <p><b>Data Quality Is The Key To Trust In Data</b><br/>Speakers: Jayesh Chaurasia, Senior Analyst, Forrester</p>  | <p><b>Trusted AI Starts With Explainability</b><br/>Speakers: Brandon Purcell, VP, Principal Analyst, Forrester</p>   |  |                                       |   |  |   |   |   |   |   |                                    |                  |  |   |

Thursday, Sep 12

12:10 pm – 12:40 pm  
CDT

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| <b>Breakout Sessions</b>  |  |
| <b>LEADERSHIP &amp; TALENT</b>  | <b>TECHNOLOGY STRATEGY &amp; ENTERPRISE ARCHITECTURE</b>   |
| <b>You Break It, You Buy It: Trust In The Future Of Work</b><br>Speakers: Jonathan Roberts, Senior Analyst, Forrester   | <b>Assure High-Performance IT Alignment With Forrester’s Value Creation Flow Framework</b><br>Speakers: Gordon Barnett, Principal Analyst, Forrester Bobby Cameron, VP, Principal Analyst, Forrester |
| <b>BUSINESS APPLICATIONS &amp; APPLICATION DEVELOPMENT</b>  | <b>INFRASTRUCTURE &amp; OPERATIONS</b>   |
| <b>Establishing Trust With Service Providers In The Age Of GenAI</b><br>Speakers: Christopher Condo, Principal Analyst, Forrester Bill Martorelli, Principal Analyst, Forrester | <b>Navigating The New Terrain Of Platform Teams In Operations</b><br>Speakers: Julie Mohr, Principal Analyst, Forrester  |
| <b>DATA &amp; ANALYTICS</b>   | <b>AI</b>  |
| <b>Synthetic Data Fuels New Use Cases</b><br>Speakers: Zeid Khater, Analyst, Forrester  | <b>The Training Regimen: Model Training And Customization Options</b><br>Speakers: Rowan Curran, Principal Analyst, Forrester  |

12:50 pm – 1:20 pm  
CDT

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| <b>Keynote: Predictions 2025</b><br><br>Speakers: Jeff Pollard, VP, Principal Analyst, Forrester Christopher Gilchrist, Principal Analyst, Forrester Rowan Curran, Principal Analyst, Forrester Tracy Woo, Principal Analyst, Forrester Allie Mellen, Principal Analyst, Forrester |
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1:20 pm – 1:25 pm  
CDT

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| <b>Closing Remarks</b><br><br>Speakers: Stephanie Balaouras, VP, Group Director, Forrester |
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