



FORRESTER®

# Technology & Innovation Summit North America

## Austin & Digital

September 9, 2024 – September 12, 2024

General Agenda

Agenda downloaded: 2024/05/18 15:41:17

Bold Starts: Monday, Sep 9

4:30 pm – 6:00 pm CDT	<b>Forrester Women's Leadership Program</b> Speakers: Allie Mellen, Principal Analyst, Forrester Chioma Onwuanibe, VP, CIO Executive Partner, Forrester Sudha Maheshwari, VP, Research Director, Forrester
6:00 pm – 7:30 pm CDT	<b>Welcome Reception</b>

Tuesday, Sep 10

8:30 am – 9:30 am CDT	<b>General Breakfast</b>
9:30 am – 10:15 am CDT	<b>Welcome &amp; Opening Remarks</b> Speakers: George Colony, CEO, Forrester Matthew Guarini, VP, Research Director, Forrester
10:15 am – 10:45 am CDT	<b>Keynote: The Power Of The Next Question</b> Speakers: Julie Mohr, Principal Analyst, Forrester
10:55 am – 11:45 am CDT	<b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b>

Tuesday, Sep 10

11:45 am – 12:15 pm CDT	Breakout Sessions		
	LEADERSHIP & TALENT	TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE	BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT
	<b>Make People The Key To Your Success In An AI World</b> Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester	<b>Activate Your High-Performance IT Strategy In An AI-Driven World</b> Speakers: Ted Schadler, VP, Principal Analyst, Forrester	<b>The Future Of Enterprise Software</b> Speakers: Liz Herbert, VP, Principal Analyst, Forrester
	INFRASTRUCTURE & OPERATIONS	DATA & ANALYTICS	AI
12:25 pm – 12:55 pm CDT	Case Study Sessions (In-Person Only)		
12:55 pm – 1:55 pm CDT	Lunch & Marketplace (In-Person Only)		

Tuesday, Sep 10

1:55 pm – 2:40 pm  
CDT

Breakout Sessions + Ask An Expert			
LEADERSHIP & TALENT		TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE	BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT
<b>Level Your People Up</b> Speakers: Fiona Mark, Principal Analyst, Forrester Jonathan Roberts, Senior Analyst, Forrester Betsy Summers, Principal Analyst, Forrester		<b>Enhance Your IT Capabilities For High-Performance</b> Speakers: Charles Betz, Research Director, Forrester	<b>The Future Of API-Led Business: How AI Will Change How You Do APIs And How You Do Business</b> Speakers: David Mooter, Principal Analyst, Forrester
INFRASTRUCTURE & OPERATIONS		DATA & ANALYTICS	AI
<b>Great Digital Employee Experience - Not Just A Nice To Have</b> Speakers: Andrew Hewitt, Principal Analyst, Forrester		<b>Democratize Enterprise Data With AI-Infused Business Intelligence</b>	<b>Strategies To Win The AI Race</b> Speakers: Rowan Curran, Senior Analyst, Forrester

2:50 pm – 3:20 pm  
CDT

Case Study Sessions (In-Person Only)			
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Tuesday, Sep 10

3:30 pm – 4:00 pm CDT	Breakout Sessions		
	LEADERSHIP & TALENT	TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE	BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT
	<b>Are You Leading Change Or Is Change Leading You?</b> Speakers: Katy Tynan, VP, Principal Analyst, Forrester	<b>Navigate The Four Styles Of High-Performance IT Governance</b> Speakers: Christopher Gilchrist, Principal Analyst, Forrester	<b>Why Compromise? Transform SaaS Into Competitive Advantage With Cloud-Native Development</b> Speakers: Devin Dickerson, Principal Analyst, Forrester
	INFRASTRUCTURE & OPERATIONS	DATA & ANALYTICS	AI
	<b>Build Trust Through Resilience, Leverage Trust For Resilience</b> Speakers: Brent Ellis, Senior Analyst, Forrester	<b>Ensure Data Governance Through Observability</b> Speakers: Jayesh Chaurasia, Analyst, Forrester	<b>Follow The Rules To Win The Race With AI Governance And Regulations</b> Speakers: Alla Valente, Senior Analyst, Forrester
4:00 pm – 4:45 pm CDT	Marketplace Coffee Break & Networking (In-Person Only)		
4:45 pm – 5:15 pm CDT	<b>Keynote: Unleash Your Potential With High-Performance IT</b> Speakers: Chuck Gahun, Principal Analyst, Forrester		
5:30 pm – 6:30 pm CDT	Reception		

Wednesday, Sep 11

8:30 am – 9:30 am CDT	General Breakfast
9:30 am – 9:45 am CDT	<b>Welcome &amp; Opening Remarks</b> Speakers: Matthew Guarini, VP, Research Director, Forrester

**Wednesday, Sep 11**

9:45 am – 10:15 am CDT	<b>Keynote: Align By Design Or Risk Decline</b> Speakers: Brandon Purcell, VP, Principal Analyst, Forrester		
10:15 am – 10:45 am CDT	<b>Keynote: Forrester Technology Awards 2024 -Technology Strategy Impact Award</b> Speakers: Sharyn Leaver, Chief Research Officer, Forrester		
10:55 am – 11:45 am CDT	<b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b>		
11:45 am – 12:15 pm CDT	<b>Breakout Sessions</b>		
	<b>LEADERSHIP &amp; TALENT</b>	<b>TECHNOLOGY STRATEGY &amp; ENTERPRISE ARCHITECTURE</b>	<b>BUSINESS APPLICATIONS &amp; APPLICATION DEVELOPMENT</b>
	<b>The ROI Of Team Culture</b> Speakers: Angelina Gennis, Senior Analyst, Forrester	<b>2024 Enterprise Architecture Award</b> Speakers: Charles Betz, Research Director, Forrester	<b>How AI And Automation Are Becoming The Cornerstone Of Enterprise Application Delivery And Modernization</b> Speakers: Akshara Naik Lopez, Senior Analyst, Forrester
	<b>INFRASTRUCTURE &amp; OPERATIONS</b>	<b>DATA &amp; ANALYTICS</b>	<b>AI</b>
	<b>Get Your Cloud Costs Under Control With A FinOps Practice</b> Speakers: Tracy Woo, Principal Analyst, Forrester	<b>Crucial Components For Establishing An Effective Data And AI Team</b> Speakers: Kim Herrington, Senior Analyst, Forrester	<b>AI And Your Tech Talent: Hint, It's Not All About The AI</b> Speakers: Fiona Mark, Principal Analyst, Forrester
12:25 pm – 12:55 pm CDT	<b>Case Study Sessions (In-Person Only)</b>		
12:55 pm – 1:55 pm CDT	<b>Lunch &amp; Marketplace (In-Person Only)</b>		

Wednesday, Sep 11

1:55 pm – 2:40 pm CDT	Breakout Sessions + Ask An Expert		
	LEADERSHIP & TALENT	TECHNOLOGY STRATEGY & ENTERPRISE ARCHITECTURE	BUSINESS APPLICATIONS & APPLICATION DEVELOPMENT
	<b>Unlock AI’s Full Potential With Forrester’s AIQ Framework</b> Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester	<b>Strategic Investments For Unlocking High-Performance IT Value</b> Speakers: Carlos Casanova, Principal Analyst, Forrester Christopher Gilchrist, Principal Analyst, Forrester	<b>Tips On Building A Workforce Comfortable With Navigating An Intelligent Enterprise</b> Speakers: Kate Leggett, Vice President, Principal Analyst, Forrester
	INFRASTRUCTURE & OPERATIONS	DATA & ANALYTICS	AI
2:50 pm – 3:20 pm CDT	<b>Define Your Next-Generation Cloud Operating Model</b> Speakers: Lee Sustar, Principal Analyst, Forrester Tracy Woo, Principal Analyst, Forrester	<b>Master The Discipline Of Decisions To Drive Analytical Impact</b> Speakers: Brandon Purcell, VP, Principal Analyst, Forrester Aldila Yunus, Researcher, Forrester	<b>Behind The Scenes: AI Models, Platforms, And Infrastructure To Deliver AI</b> Speakers: Mike Gualtieri, VP, Principal Analyst, Forrester
	Case Study Sessions (In-Person Only)		

**Wednesday, Sep 11**3:30 pm – 4:00 pm  
CDT**Breakout Sessions****LEADERSHIP & TALENT****How To Lead Better Than A Bot**Speakers: Katy Tynan, VP, Principal Analyst,  
Forrester**TECHNOLOGY STRATEGY & ENTERPRISE  
ARCHITECTURE****Staff Your Strategic Value Office For  
Collaborative Success And Portfolio Mastery**Speakers: Margo Visitacion, VP, Principal  
Analyst, Forrester**BUSINESS APPLICATIONS & APPLICATION  
DEVELOPMENT****Journey Maps And Value Streams Bring  
Relevancy To Your Tech Stack Investments**Speakers: Joe Cicman, Principal Analyst,  
Forrester Christopher Condo, Principal Analyst,  
Forrester**INFRASTRUCTURE & OPERATIONS****The Future Of VMware: What Are Your  
Options**Speakers: Naveen Chhabra, Principal Analyst,  
Forrester**DATA & ANALYTICS****Modernizing Your Data Architectures With  
Cloud Data Platforms**Speakers: Noel Yuhanna, VP, Principal Analyst,  
Forrester**AI****Secure And Manage The Risks Of AI**Speakers: Jeff Pollard, VP, Principal Analyst,  
Forrester4:00 pm – 4:45 pm  
CDT**Marketplace Coffee Break & Networking (In-Person Only)**4:45 pm – 5:15 pm  
CDT**Keynote: Dynamic Leadership For High-Performance IT**

Speakers: Fiona Mark, Principal Analyst, Forrester

5:15 pm – 5:45 pm  
CDT**Keynote: AI, Low-Code, And The End of Software As We Know It**

Speakers: John Bratincevic, Principal Analyst, Forrester

6:00 pm – 7:00 pm  
CDT**Reception****Thursday, Sep 12**8:30 am – 9:30 am  
CDT**General Breakfast**



Thursday, Sep 12

9:30 am – 9:35 am CDT	<b>Welcome &amp; Opening Remarks</b> Speakers: Matthew Guarini, VP, Research Director, Forrester		
9:35 am – 10:05 am CDT	<b>Keynote: The Real-Time Data Opportunity</b> Speakers: Mike Gualtieri, VP, Principal Analyst, Forrester		
10:05 am – 10:35 am CDT	<b>Keynote: Observe The Future Of AIOps, It's Happening Now</b> Speakers: Carlos Casanova, Principal Analyst, Forrester		
10:45 am – 11:30 am CDT	<b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b>		
11:30 am – 12:00 pm CDT	<b>Breakout Sessions</b>		
	<b>LEADERSHIP &amp; TALENT</b>	<b>TECHNOLOGY STRATEGY &amp; ENTERPRISE ARCHITECTURE</b>	<b>BUSINESS APPLICATIONS &amp; APPLICATION DEVELOPMENT</b>
	<b>How To Get People To Collaborate</b> Speakers: David Johnson, Principal Analyst, Forrester	<b>Cultivate Leadership And Talent In High-Performance IT</b> Speakers: Fiona Mark, Principal Analyst, Forrester	<b>Deploying AI Powered Enterprise Software Securely</b> Speakers: Linda Ivy-Rosser, VP, Research Director, Forrester Jeff Pollard, VP, Principal Analyst, Forrester
	<b>INFRASTRUCTURE &amp; OPERATIONS</b>	<b>DATA &amp; ANALYTICS</b>	<b>AI</b>
	<b>AI-Powered Automation: What Businesses Are Doing Now</b> Speakers: Craig Le Clair, Vice President, Principal Analyst, Forrester	<b>Data Quality Is The Key To Trust In Data</b> Speakers: Jayesh Chaurasia, Analyst, Forrester	<b>Trusted AI Starts With Explainability</b> Speakers: Brandon Purcell, VP, Principal Analyst, Forrester
12:10 pm – 12:40 pm CDT	<b>Case Study Sessions (In-Person Only)</b>		
12:40 pm – 1:40 pm CDT	<b>Lunch &amp; Marketplace (In-Person Only)</b>		

Thursday, Sep 12

1:40 pm – 2:10 pm  
CDT

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

2:20 pm – 2:50 pm  
CDT

<b>Keynote: Predictions 2025</b> Speakers: Stephanie Balaouras, VP, Group Director, Forrester			
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