



FORRESTER®

B2B Summit North America 2025

Phoenix & Digital

March 31, 2025 – April 3, 2025

Filtered Agenda

Agenda filtered with the following search terms and downloaded: June 06, 2026 09:12:51 PM ET

Forrester Awards

Bold Starts, Mar 31

Tuesday, Apr 1

Wednesday, Apr 2

9:45 am – 10:15 am

Keynote Panel: 2025 Return On Integration Award Winners

Speakers: Sharyn Leaver, Chief Research Officer, Forrester Anna Harper, Senior Director, Global Campaign Center, SAS Sara Larsen, Vice President, Marketing & Communications, Clinical Effectiveness, Wolters Kluwer Health Anthony Hoereth, Senior Vice President, Sales, XPO

3:30 pm – 4:00 pm

B2B Award Winners: Programs Of The Year

B2B Programs Of The Year (POY) Award Winner - Content Strategy & Operations: HCLTech

Speakers: Shimona Chadha, Vice President & Head Americas Vertical Marketing, HCLTech Phyllis Davidson, VP, Principal Analyst, Forrester

B2B Programs Of The Year (POY) Award Winner - Customer Engagement: Conga

Speakers: Nora O'Leary-Roseberry, Director, Digital Success, Conga Laura Ramos, VP, Principal Analyst, Forrester

B2B Programs Of The Year (POY) Award Winner - Demand & ABM: Palo Alto Networks

Speakers: Lauren Daley, Director, Marketing Operations, Palo Alto Networks Jeremy Schwartz, Senior Manager, Global Lead Management and Strategy, Palo Alto Networks Terry Flaherty, VP, Principal Analyst, Forrester

B2B Programs Of The Year (POY) Award Winner - Marketing Executives: Workday

Speakers: Cal Dubresson, Senior Vice President, Global Field and GTM Marketing, Workday Ian Bruce, VP, Principal Analyst, Forrester

B2B Programs Of The Year (POY) Award Winner - Portfolio Marketing & Product: FreeWheel

Speakers: Kim Girard, Head of Product Operations, FreeWheel Katie Fabiszak, VP, Principal Analyst, Forrester

B2B Programs Of The Year (POY) Award Winner - Revenue Operations: TriNet

Speakers: Erin Killian, Sales Business Development Manager, TriNet Anne Slough, Executive Director, Revenue Transformation, TriNet Vicki Brown, VP, Principal Analyst, Forrester

B2B Programs Of The Year (POY) Award Winner - Sales: TEKsystems

Speakers: David Spires, Vice President of Sales Enablement & Operations, TEKsystems Peter Ostrow, VP, Principal Analyst, Forrester

