



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: April 03, 2026 11:52:22 PM ET

Networking

Bold Starts, Mar 31

2:45 pm – 3:30 pm

Networking Coffee Break

4:30 pm – 5:30 pm

Executive Leadership Exchange Networking Reception: Meet Your Peers (Invite-Only)**Tuesday, Apr 1**

10:45 am – 11:30 am

Marketplace Break & Networking**10:50am - 11:00am - Data Axle: The Future Of Identity Management In B2B Marketing**

Speakers: Marc Sabatini, SVP, Enterprise Solutions, Data Axle

10:50am - 11:00am - Impartner: Fuel Demand With Impartner's Paid Media For Partners

Speakers: Trevor Burnett, Sr. Director of Product Marketing, Impartner

11:05am - 11:15am - NetLine: Right Buyer, Right Time, Right Now: Unlocking Scale, Speed, And Results With Programmatic Lead Gen

Speakers: Bill Henry, Chief Revenue Officer, NetLine

11:05am - 11:15am - Alembic: How Alembic AI Is Revolutionizing Marketing Measurement

Speakers: Tomás Puig, Founder and CEO, Alembic Technologies, Inc.

11:20am - 11:30am - Knak: How the Masters of Marketing are Reinventing Email Creation

Speakers: Andrea Vicic, Senior Product Marketing Director, Knak

Tuesday, Apr 1

11:30 am – 12:15 pm

Analyst-Led Roundtables (Pre-Registration Required)**Allocating And Orchestrating Marketing Budgets Is No Easy Task**

Speakers: Craig Moore, VP, Principal Analyst, Forrester

From Boredom To Stardom: Why Should Executives Care About Content?

Speakers: Kathleen Pierce, Principal Analyst, Forrester

Closing The AI Literacy Gap: Strategies For Advancing GenAI Expertise

Speakers: Lisa Gately, Principal Analyst, Forrester

The Revenue Tug-Of-War: Why Go-to-Market Teams Struggle To Align Their Plans

Speakers: Robert Muñoz, VP, Principal Analyst, Forrester

Compensation As A Lever For Growth Across The Opportunity Lifecycle

Speakers: Seth Marrs, Principal Analyst, Forrester

12:45 pm – 2:15 pm

Lunch & Marketplace Break**1:05pm - 1:15pm - Salesforce: Build Personalized Campaigns Faster With Agents**

Speakers: Dana Peterson, Lead Solutions Engineer, Salesforce

1:20pm - 1:30pm - Forrester: Supercharge Decisions With Data

Speakers: Taanya Malhotra, Mgr, Data Engagement, Forrester

1:35pm - 1:45pm - Forrester: Optimizing Your Demand Generation Spend In The Age Of The Self-Service Buyer

Speakers: Jon Erickson, VP, Total Economic Impact (TEI), Forrester

1:50pm - 2:00pm - Forrester: Upskill Your Team With Courses & Certification

Speakers: Jenna Wohead, Director, Product Management, Forrester

Tuesday, Apr 1

3:45 pm – 4:30 pm

Marketplace Break & Networking**3:50pm - 4:00pm - 6sense: The Next Generation Of Intelligent Automation**

Speakers: Jason Telmos, VP, Product Marketing Management, 6sense

3:50pm - 4:00pm - Plauti: Your Revenue, CX, And AI Strategies Are Only As Good As Your Data

Speakers: Joost van 't Hullenaar, CRO, Plauti

4:05pm - 4:15pm - Jasper: Mobilizing Change Leaders To Scale AI In Marketing

Speakers: Jessica Hreha, Director, AI Transformation, Jasper

Wednesday, Apr 2

8:15 am – 9:00 am

Analyst-Led Roundtables (Pre-Registration Required)**Is Event ROI A Pipe Dream?**

Speakers: Conrad Mills, Principal Analyst, Forrester

Second Offering: Allocating And Orchestrating Marketing Budgets Is No Easy Task

Speakers: Craig Moore, VP, Principal Analyst, Forrester

Sales and Marketing: How Do We Move From Dysfunctional To Cross-Functional?

Speakers: Kathy Contreras, VP, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester

Second Offering: Closing The AI Literacy Gap: Strategies For Advancing GenAI Expertise

Speakers: Lisa Gately, Principal Analyst, Forrester

Second Offering: Is ABM Winning In Your Organization?

Speakers: Nora Conklin, Principal Analyst, Forrester

Second Offering: How Are Others Moving From MQLs To Buying Groups?

Speakers: Terry Flaherty, VP, Principal Analyst, Forrester Amy Hawthorne, VP, Principal Analyst, Forrester

Wednesday, Apr 2

10:15 am – 11:00 am

Marketplace Break & Networking**10:20am - 10:30am - Orum: Where AI Does (And Doesn't) Matter To Sellers**

Speakers: Jason Dorfman, CEO, Orum

10:35am - 10:45am - Gong: Leading Revenue Teams With Gong AI

Speakers: Craig Hanson, Senior Director, Market Strategy, Gong

3:00 pm – 3:30 pm

Marketplace Break

5:30 pm – 6:15 pm

Marketplace Reception & Networking**Thursday, Apr 3**

10:45 am – 11:30 am

Marketplace Break & Networking**10:50-11:00am - Forrester: Supercharge Decisions With Data**

Speakers: Taanya Malhotra, Mgr, Data Engagement, Forrester

11:05-11:15am - Forrester: Optimizing Your Demand Generation Spend In The Age Of The Self-Service Buyer

Speakers: Jon Erickson, VP, Total Economic Impact (TEI), Forrester