



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: August 02, 2025 01:40:26 AM ET

Forrester Women's Leadership Program

Bold Starts, Mar 31

1:30 pm – 3:30 pm	<p><b>Forrester Women's Leadership Program (Pre-Registration Required)</b></p> <p>Speakers: Maria Chien, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Tricia Atchison, Vice President of Global Partner &amp; Americas Marketing, Equinix Shimona Chadha, Vice President &amp; Head Americas Vertical Marketing, HCLTech Avery Clinton, Partner Marketing Specialist, Equinix Leslie Vitrano, VP, Global IT Channel Ecosystem, Schneider Electric</p> <p><b>1:30 PM   Welcome Remarks</b></p> <p><b>1:45 PM   Guest Keynote</b> Speakers: Tricia Atchison, Vice President of Global Partner &amp; Americas Marketing, Equinix</p> <p><b>2:05 PM   Interactive Panel Discussion: Leading Through Change</b> Speakers: Maria Chien, VP, Principal Analyst, Forrester Tricia Atchison, Vice President of Global Partner &amp; Americas Marketing, Equinix Shimona Chadha, Vice President &amp; Head Americas Vertical Marketing, HCLTech Avery Clinton, Partner Marketing Specialist, Equinix Leslie Vitrano, VP, Global IT Channel Ecosystem, Schneider Electric</p> <p><b>2:35 PM   Break</b></p> <p><b>2:45 PM   Roundtable Discussion: Shifting To A Growth Mindset</b> Speakers: Maria Chien, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester</p> <p><b>3:30 PM   Wrap-up</b> Speakers: Maria Chien, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester</p>
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Tuesday, Apr 1

12:45 pm – 2:00 pm	<p><b>Forrester Women’s Leadership Program: Networking Lunch - AI and You (Pre-Registration Encouraged)</b></p> <p>Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester Maria Chien, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Shimona Chadha, Vice President &amp; Head Americas Vertical Marketing, HCLTech Lisa Gately, Principal Analyst, Forrester Leslie Vitrano, VP, Global IT Channel Ecosystem, Schneider Electric Avery Clinton, Partner Marketing Specialist, Equinix</p>
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Wednesday, Apr 2

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Thursday, Apr 3

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8:30 am – 9:15 am

**Forrester Women’s Leadership Program: Networking Breakfast (Pre-Registration Encouraged)**

Speakers: Maria Chien, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester

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