



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 02, 2026 07:41:51 AM ET

Forrester Women's Leadership Program

Bold Starts, Mar 31

1:30 pm – 3:30 pm

Forrester Women's Leadership Program (Pre-Registration Required)

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 & Americas Marketing, Equinix Shimona Chadha, Vice President & Head Americas Vertical Marketing, HCLTech Avery Clinton, Partner Marketing Specialist, Equinix Leslie Vitrano, VP, Global IT Channel Ecosystem, Schneider Electric

1:30 PM | Welcome Remarks**1:45 PM | Guest Keynote**

Speakers: Tricia Atchison, Vice President of Global Partner & Americas Marketing, Equinix

2:05 PM | Interactive Panel Discussion: Leading Through Change

Speakers: Maria Chien, VP, Principal Analyst, Forrester Tricia Atchison, Vice President of Global Partner & Americas Marketing, Equinix Shimona Chadha, Vice President & Head Americas Vertical Marketing, HCLTech Avery Clinton, Partner Marketing Specialist, Equinix Leslie Vitrano, VP, Global IT Channel Ecosystem, Schneider Electric

2:35 PM | Break**2:45 PM | Roundtable Discussion: Shifting To A Growth Mindset**

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

3:30 PM | Wrap-up

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

Tuesday, Apr 1

12:45 pm – 2:00 pm

Forrester Women's Leadership Program: Networking Lunch - AI and You (Pre-Registration Encouraged)

Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester Maria Chien, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Shimona Chadha, Vice President & 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

Wednesday, Apr 2

Thursday, Apr 3

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
