



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 03:36:54 AM ET

Breakout Sessions

Tuesday, Apr 1

11:30 am – 12:00 pm

**Breakout Sessions****RESET STRATEGY AND ROUTES-TO-MARKET****From Supporting Sales To Growth Driver: How To Uplevel Marketing's Purpose**

Speakers: John Arnold, Principal Analyst, Forrester

**REVAMP PLANNING AND OPERATIONS****Transform Chaos Into Success By Revolutionizing Your B2B Operations**

Speakers: Vicki Brown, VP, Principal Analyst, Forrester Neel Shah, Division Vice President, Worldwide Commercial Operations, ADP Amanda Shelley, Global Marketing Operations Leader, Rockwell Automation

**TRANSFORM REVENUE PROCESSES****The Solution Blueprint: A Guide For Success With Revenue Process Transformation**

Speakers: Terry Flaherty, VP, Principal Analyst, Forrester

**BUILD CUSTOMER TRUST****The Future Of B2B Messaging: GenAI-Driven Relevance And Efficiency**

Speakers: Paul Ferron, VP, Research Director, Forrester

**EVOLVE LEADERSHIP AND SKILLS****Leading Through Transition: Effective Communication In Reorganizations**

Speakers: Karen Tran, Principal Analyst, Forrester Rani Salehi, Principal Analyst, Forrester

**ACTIVATE BUYER AND CUSTOMER INSIGHTS****The State Of B2B Buying: Implications And Actions For The Growth Engine**

Speakers: Barbara Winters, VP, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester Maria Chien, VP, Principal Analyst, Forrester Renee Irion, Principal Analyst, Forrester

**FOSTER INGENUITY AND INNOVATION****Your AI Product Strategy: Driving Growth and Customer Outcomes in a Fast-Changing World**

Speakers: Lisa Singer, VP, Principal Analyst, Forrester Jason Smith, CEO and Cofounder, Klue Inbal Budowski-Tal, Senior Director of AI/ML, Pendo

**HARNESS THE POWER OF TECHNOLOGY AND DATA****The Rise And Future Of Revenue Marketing Platforms**

Speakers: Kelvin Gee, Principal Analyst, Forrester

Tuesday, Apr 1

2:15 pm – 3:00 pm

**Breakout Sessions + Ask The Expert**

<b>RESET STRATEGY AND ROUTES-TO-MARKET</b>	<b>REVAMP PLANNING AND OPERATIONS</b>
<p><b>Confronting The New Threats To Brand Safety</b> Speakers: Karen Tran, Principal Analyst, Forrester</p>	<p><b>Confusion To Clarity: An Approach To Align B2B Strategy, Planning, And Execution</b> Speakers: Laura Cross, VP, Principal Analyst, Forrester Robert Muñoz, VP, Principal Analyst, Forrester</p>
<b>TRANSFORM REVENUE PROCESSES</b>	<b>BUILD CUSTOMER TRUST</b>
<p><b>Veeam And GE Vernova Share The Keys To Their Success With Revenue Process Transformation</b> Speakers: Terry Flaherty, VP, Principal Analyst, Forrester Courtnie Luetke, Sr. Director, Marketing Automation, Veeam Hoontae Sim, Head of Global Marketing Operations and Analytics, Veeam Lauren Hewlett, Marketing Operations Leader, GE Vernova</p>	<p><b>Align Your Promise Makers And Your Promise Keepers</b> Speakers: Shari Srebnick, Principal Analyst, Forrester Ejieme Eromosele, VP of Customer Growth, Quiq Mike Groeneveld, Vice President, Global Sales, Everstage</p>
<b>EVOLVE LEADERSHIP AND SKILLS</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>
<p><b>Organizational Effectiveness: Diagnose And Resolve Organizational Barriers</b> Speakers: Betsy Summers, Principal Analyst, Forrester</p>	<p><b>Adapt Your Content Marketing Strategy For Shifting Search Behaviors</b> Speakers: Lisa Gately, Principal Analyst, Forrester</p>
<b>FOSTER INGENUITY AND INNOVATION</b>	<b>HARNESS THE POWER OF TECHNOLOGY AND DATA</b>
<p><b>GenAI, Cobots, And Your GTM Team: Where Do Humans Still Fit In?</b> Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Kevin Clemence, Global Leadership Development Leader for GenAI &amp; Digital, GE HealthCare Gail Behun, Head of Revenue Enablement, Headway Jonathan Kvarfordt, Founder, GTM AI Academy</p>	<p><b>Adapt Your Data Strategy For Increasingly Anonymous Buyers</b> Speakers: Stephanie Liu, Senior Analyst, Forrester</p>

Wednesday, Apr 2

11:45 am – 12:15 pm

**Breakout Sessions**

**RESET STRATEGY AND ROUTES-TO-MARKET**

**Charting New Paths To Growth: The Strategic Imperative For Multiple Routes To Market**

Speakers: Stephanie Sissler, VP, Principal Analyst, Forrester

**REVAMP PLANNING AND OPERATIONS**

**Campaign Excellence: Proof Points That Integrated Campaign Planning Accelerates Growth**

Speakers: Rani Salehi, Principal Analyst, Forrester Brianna Ross, VP, North America Marketing, Workday Nate O’Neal, Senior Director, Campaign Center of Excellence, Workday

**TRANSFORM REVENUE PROCESSES**

**The Scientific Method To Piloting Transformation With Adoption Playbooks**

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

**BUILD CUSTOMER TRUST**

**Sellers Don’t Trust Marketing, and Buyers Can Tell**

Speakers: Seth Marrs, VP, Principal Analyst, Forrester

**EVOLVE LEADERSHIP AND SKILLS**

**Managers As Coaches: Can You Wear Both Hats Successfully?**

Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Betsy Summers, Principal Analyst, Forrester

**ACTIVATE BUYER AND CUSTOMER INSIGHTS**

**Who Decides When Tech And LOB Leaders Join The Same Buying Group?**

Speakers: Amy Hayes, VP, Research Director, Forrester Pascal Walschots, Senior Director, Global GTM Strategy, Microsoft Corporation

**FOSTER INGENUITY AND INNOVATION**

**Ingenuity Catalyzes A Growth Mindset**

Speakers: Nicky Briggs, VP, Principal Analyst, Forrester

**HARNESS THE POWER OF TECHNOLOGY AND DATA**

**The Single Source Of Truth Is Dead — Long Live Data Unification**

Speakers: Katie Linford, Principal Analyst, Forrester

Wednesday, Apr 2

2:15 pm – 3:00 pm

**Breakout Sessions**

<b>RESET STRATEGY AND ROUTES-TO-MARKET</b>	<b>REVAMP PLANNING AND OPERATIONS</b>
<p><b>How To Make Growth Strategy Development A Team Sport</b>                  Speakers: Matthew Selheimer, VP, Research Director, Forrester John Arnold, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester</p>	<p><b>No Plan Is An Island: Program Planning For Improved Campaign Impact</b>                  Speakers: Craig Moore, VP, Principal Analyst, Forrester Kelvin Gee, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester Peter Ostrow, VP, Principal Analyst, Forrester</p>
<b>TRANSFORM REVENUE PROCESSES</b>	<b>BUILD CUSTOMER TRUST</b>
<p><b>Want Sales To Embrace Revenue Process Transformation? Here's How.</b>                  Speakers: Seth Marrs, VP, Principal Analyst, Forrester</p>	<p><b>Beyond The Hype: Balancing AI Advantages With Human Connection And Trust</b>                  Speakers: Katie Linford, Principal Analyst, Forrester</p>
<b>EVOLVE LEADERSHIP AND SKILLS</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>
<p><b>Build Or Rebuild Your Team Culture For Success</b>                  Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>	<p><b>Stop Fooling Yourself: Truly Monitor And Measure Value For Customers</b>                  Speakers: Ross Graber, VP, Principal Analyst, Forrester</p>
<b>FOSTER INGENUITY AND INNOVATION</b>	<b>HARNESS THE POWER OF TECHNOLOGY AND DATA</b>
<p><b>Eliminating Scattershot Product Launches: A New Model For Commercializing Platforms And Portfolios</b>                  Speakers: , , Forrester Tony Plec, Principal Analyst, Forrester</p>	<p><b>Meet Your New Coworkers: What AI Agents Mean For B2B Go-To-Market Teams</b>                  Speakers: Jessie Johnson, Principal Analyst, Forrester Gretchen Sleeper, Director, Sales AI Catalyst Team, Cisco Toby Carrington, Chief Business Officer, Seismic John A. Hansen, Senior Director, Americas Field Marketing, Iron Mountain</p>

Wednesday, Apr 2

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

Thursday, Apr 3

10:15 am – 10:45 am

**Breakout Sessions****RESET STRATEGY AND ROUTES-TO-MARKET**

**Case Study: Transforming To Lifecycle Revenue Marketing At Autodesk**  
 Speakers: John Arnold, Principal Analyst, Forrester Tom Rostaing, Head of Demand Generation, Autodesk Construction Cloud

**TRANSFORM REVENUE PROCESSES**

**Making The Move To Adaptive Programs: A Strategic Roadmap**  
 Speakers: Kelvin Gee, Principal Analyst, Forrester

**EVOLVE LEADERSHIP AND SKILLS**

**Command Their Attention: Communicating Performance For Leadership And Teams**  
 Speakers: Ross Graber, VP, Principal Analyst, Forrester

**FOSTER INGENUITY AND INNOVATION**

**Harness Mental Models To Create Strategic Alignment**  
 Speakers: Nicky Briggs, VP, Principal Analyst, Forrester

**REVAMP PLANNING AND OPERATIONS**

**Unifying Product And Go-To-Market Strategies For Exponential Growth**  
 Speakers: Lisa Singer, VP, Principal Analyst, Forrester , , Forrester

**BUILD CUSTOMER TRUST**

**Trust Across Borders: Maximizing ROI With Precision Localization**  
 Speakers: Kathleen Pierce, Principal Analyst, Forrester

**ACTIVATE BUYER AND CUSTOMER INSIGHTS**

**Mine Partner Ecosystem Insights For Hidden Gems And Priceless Insights**  
 Speakers: Kathy Contreras, VP, Principal Analyst, Forrester

**HARNESS THE POWER OF TECHNOLOGY AND DATA**

**Sales Content + Sales Readiness: Can 1+1=3?**  
 Speakers: Eric Zines, Principal Analyst, Forrester

Thursday, Apr 3

11:30 am – 12:00 pm

**Breakout Sessions**

<b>RESET STRATEGY AND ROUTES-TO-MARKET</b>	<b>REVAMP PLANNING AND OPERATIONS</b>
<p><b>Get Ahead Of Buyer Preferences By Prioritizing Marketplaces As A Route To Market</b>                  Speakers: Matthew Selheimer, VP, Research Director, Forrester</p>	<p><b>Take Command Of Your Marketing Budgets With Connected Go-To-Market Knowledge</b>                  Speakers: Nick Buck, VP, Principal Analyst, Forrester</p>
<b>TRANSFORM REVENUE PROCESSES</b>	<b>BUILD CUSTOMER TRUST</b>
<p><b>Do You Deliver The Value Your Customers Want?</b>                  Speakers: Laura Ramos, VP, Principal Analyst, Forrester</p>	<p><b>Who Do B2B Buyers Trust?</b>                  Speakers: Ian Bruce, VP, Principal Analyst, Forrester</p>
<b>EVOLVE LEADERSHIP AND SKILLS</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>
<p><b>Change Leadership: Tools For You To Manage Change Now</b>                  Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p>	<p><b>OK, Boomers And Digital Natives. Let's Talk B2B Buyers</b>                  Speakers: Eric Zines, Principal Analyst, Forrester</p>
<b>FOSTER INGENUITY AND INNOVATION</b>	<b>HARNESS THE POWER OF TECHNOLOGY AND DATA</b>
<p><b>Transform Your Event Vision To Maximize Value</b>                  Speakers: Conrad Mills, Principal Analyst, Forrester</p>	<p><b>Making The Case For Data Investment</b>                  Speakers: Brett Kahnke, Principal Analyst, Forrester</p>