



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: May 18, 2026 06:48:28 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

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

Speakers: Terry Flaherty, VP, Principal Analyst, Forrester

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

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

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, AI Strategy & Transformation Lead for Global Sales and Marketing, Rockwell Automation

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

Speakers: Paul Ferron, VP, Research Director, 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

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**RESET STRATEGY AND ROUTES-TO-MARKET****Confronting The New Threats To Brand Safety**

Speakers: Karen Tran, Principal Analyst, Forrester

REVAMP PLANNING AND OPERATIONS**Confusion To Clarity: An Approach To Align B2B Strategy, Planning, And Execution**

Speakers: Laura Cross, VP, Principal Analyst, Forrester Robert Muñoz, VP, Principal Analyst, Forrester

TRANSFORM REVENUE PROCESSES**Veeam And GE Vernova Share The Keys To Their Success With Revenue Process Transformation**

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

BUILD CUSTOMER TRUST**Align Your Promise Makers And Your Promise Keepers**

Speakers: Shari Srebnick, Principal Analyst, Forrester Ejieme Eromosele, VP of Customer Growth, Quiq Mike Groeneveld, Vice President, Global Sales, Everstage

EVOLVE LEADERSHIP AND SKILLS**Organizational Effectiveness: Diagnose And Resolve Organizational Barriers**

Speakers: Betsy Summers, Principal Analyst, Forrester

ACTIVATE BUYER AND CUSTOMER INSIGHTS**Adapt Your Content Marketing Strategy For Shifting Search Behaviors**

Speakers: Lisa Gately, Principal Analyst, Forrester

FOSTER INGENUITY AND INNOVATION**GenAI, Cobots, And Your GTM Team: Where Do Humans Still Fit In?**

Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Kevin Clemence, Global Leadership Development Leader for GenAI & Digital, GE HealthCare Gail Behun, Head of Revenue Enablement, Headway Jonathan Kvarfordt, Founder, GTM AI Academy

HARNESS THE POWER OF TECHNOLOGY AND DATA**Adapt Your Data Strategy For Increasingly Anonymous Buyers**

Speakers: Stephanie Liu, Senior Analyst, Forrester

Wednesday, Apr 2

11:45 am – 12:15 pm

| Breakout Sessions | |
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| RESET STRATEGY AND ROUTES-TO-MARKET | REVAMP PLANNING AND OPERATIONS |
| <p>Charting New Paths To Growth: The Strategic Imperative For Multiple Routes To Market Speakers: Stephanie Sissler, VP, Principal Analyst, Forrester</p> | <p>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</p> |
| TRANSFORM REVENUE PROCESSES | BUILD CUSTOMER TRUST |
| <p>The Scientific Method To Piloting Transformation With Adoption Playbooks Speakers: Amy Hawthorne, VP, Principal Analyst, Forrester Terry Flaherty, VP, Principal Analyst, Forrester</p> | <p>Sellers Don’t Trust Marketing, and Buyers Can Tell Speakers: Seth Marrs, VP, Principal Analyst, Forrester</p> |
| EVOLVE LEADERSHIP AND SKILLS | ACTIVATE BUYER AND CUSTOMER INSIGHTS |
| <p>Managers As Coaches: Can You Wear Both Hats Successfully? Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Betsy Summers, Principal Analyst, Forrester</p> | <p>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</p> |
| FOSTER INGENUITY AND INNOVATION | HARNESS THE POWER OF TECHNOLOGY AND DATA |
| <p>Ingenuity Catalyzes A Growth Mindset Speakers: Nicky Briggs, VP, Principal Analyst, Forrester</p> | <p>The Single Source Of Truth Is Dead — Long Live Data Unification Speakers: Katie Linford, Principal Analyst, Forrester</p> |

Wednesday, Apr 2

2:15 pm – 3:00 pm

Breakout Sessions

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| RESET STRATEGY AND ROUTES-TO-MARKET | REVAMP PLANNING AND OPERATIONS |
| <p>How To Make Growth Strategy Development A Team Sport 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>No Plan Is An Island: Program Planning For Improved Campaign Impact 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> |
| TRANSFORM REVENUE PROCESSES | BUILD CUSTOMER TRUST |
| <p>Want Sales To Embrace Revenue Process Transformation? Here's How. Speakers: Seth Marrs, VP, Principal Analyst, Forrester</p> | <p>Beyond The Hype: Balancing AI Advantages With Human Connection And Trust Speakers: Katie Linford, Principal Analyst, Forrester</p> |
| EVOLVE LEADERSHIP AND SKILLS | ACTIVATE BUYER AND CUSTOMER INSIGHTS |
| <p>Build Or Rebuild Your Team Culture For Success Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p> | <p>Stop Fooling Yourself: Truly Monitor And Measure Value For Customers Speakers: Ross Graber, VP, Principal Analyst, Forrester</p> |
| FOSTER INGENUITY AND INNOVATION | HARNESS THE POWER OF TECHNOLOGY AND DATA |
| <p>Eliminating Scattershot Product Launches: A New Model For Commercializing Platforms And Portfolios Speakers: , , Forrester Tony Plec, Principal Analyst, Forrester</p> | <p>Meet Your New Coworkers: What AI Agents Mean For B2B Go-To-Market Teams 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

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| RESET STRATEGY AND ROUTES-TO-MARKET | REVAMP PLANNING AND OPERATIONS |
| <p>Case Study: Transforming To Lifecycle Revenue Marketing At Autodesk Speakers: John Arnold, Principal Analyst, Forrester Tom Rostaing, Head of Demand Generation, Autodesk Construction Cloud</p> | <p>Unifying Product And Go-To-Market Strategies For Exponential Growth Speakers: Lisa Singer, VP, Principal Analyst, Forrester , , Forrester</p> |
| TRANSFORM REVENUE PROCESSES | BUILD CUSTOMER TRUST |
| <p>Making The Move To Adaptive Programs: A Strategic Roadmap Speakers: Kelvin Gee, Principal Analyst, Forrester</p> | <p>Trust Across Borders: Maximizing ROI With Precision Localization Speakers: Kathleen Pierce, Principal Analyst, Forrester</p> |
| EVOLVE LEADERSHIP AND SKILLS | ACTIVATE BUYER AND CUSTOMER INSIGHTS |
| <p>Command Their Attention: Communicating Performance For Leadership And Teams Speakers: Ross Graber, VP, Principal Analyst, Forrester</p> | <p>Mine Partner Ecosystem Insights For Hidden Gems And Priceless Insights Speakers: Kathy Contreras, VP, Principal Analyst, Forrester</p> |
| FOSTER INGENUITY AND INNOVATION | HARNESS THE POWER OF TECHNOLOGY AND DATA |
| <p>Harness Mental Models To Create Strategic Alignment Speakers: Nicky Briggs, VP, Principal Analyst, Forrester</p> | <p>Sales Content + Sales Readiness: Can 1+1=3? Speakers: Eric Zines, Principal Analyst, Forrester</p> |

Thursday, Apr 3

11:30 am – 12:00 pm

Breakout Sessions

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