



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

TRANSFORM REVENUE PROCESSES**Want Sales To Embrace Revenue Process Transformation? Here's How.**

Speakers: Seth Marrs, VP, Principal Analyst, Forrester

EVOLVE LEADERSHIP AND SKILLS**Build Or Rebuild Your Team Culture For Success**

Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester

FOSTER INGENUITY AND INNOVATION**Eliminating Scattershot Product Launches: A New Model For Commercializing Platforms And Portfolios**

Speakers: , , Forrester Tony Plec, Principal Analyst, Forrester

REVAMP PLANNING AND OPERATIONS**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

BUILD CUSTOMER TRUST**Beyond The Hype: Balancing AI Advantages With Human Connection And Trust**

Speakers: Katie Linford, Principal Analyst, Forrester

ACTIVATE BUYER AND CUSTOMER INSIGHTS**Stop Fooling Yourself: Truly Monitor And Measure Value For Customers**

Speakers: Ross Graber, VP, Principal Analyst, Forrester

HARNESS THE POWER OF TECHNOLOGY AND DATA**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

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

RESET STRATEGY AND ROUTES-TO-MARKET

Get Ahead Of Buyer Preferences By Prioritizing Marketplaces As A Route To Market

Speakers: Matthew Selheimer, VP, Research Director, Forrester

REVAMP PLANNING AND OPERATIONS

Take Command Of Your Marketing Budgets With Connected Go-To-Market Knowledge

Speakers: Nick Buck, VP, Principal Analyst, Forrester

TRANSFORM REVENUE PROCESSES

Do You Deliver The Value Your Customers Want?

Speakers: Laura Ramos, VP, Principal Analyst, Forrester

BUILD CUSTOMER TRUST

Who Do B2B Buyers Trust?

Speakers: Ian Bruce, VP, Principal Analyst, Forrester

EVOLVE LEADERSHIP AND SKILLS

Change Leadership: Tools For You To Manage Change Now

Speakers: Katy Tynan, VP, Principal Analyst, Forrester

ACTIVATE BUYER AND CUSTOMER INSIGHTS

OK, Boomers And Digital Natives. Let's Talk B2B Buyers

Speakers: Eric Zines, Principal Analyst, Forrester

FOSTER INGENUITY AND INNOVATION

Transform Your Event Vision To Maximize Value

Speakers: Conrad Mills, Principal Analyst, Forrester

HARNESS THE POWER OF TECHNOLOGY AND DATA

Making The Case For Data Investment

Speakers: Brett Kahnke, Principal Analyst, Forrester