



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: September 08, 2025 04:53:53 PM ET

Certification: AI

Tuesday, Apr 1

8:00 am – 9:15 am	Workshops (Pre-Registration Required) Unlock AI’s Full Potential With Forrester’s AIQ Framework Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester	
9:45 am – 10:15 am	Keynote: Introducing Buying Networks: Your Buyers’ New Reality Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester	
11:30 am – 12:00 pm	Breakout Sessions	
	BUILD CUSTOMER TRUST The Future Of B2B Messaging: GenAI-Driven Relevance And Efficiency Speakers: Paul Ferron, VP, Research Director, 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
2:15 pm – 3:00 pm	Breakout Sessions + Ask The Expert	
	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	

Wednesday, Apr 2

8:00 am – 9:15 am	Workshops (Pre-Registration Required) Second Offering: Unlock AI’s Full Potential With Forrester’s AIQ Framework Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester
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Wednesday, Apr 2

8:15 am – 9:00 am	Analyst-Led Roundtables (Pre-Registration Required) Second Offering: Closing The AI Literacy Gap: Strategies For Advancing GenAI Expertise Speakers: Lisa Gately, Principal Analyst, Forrester	
2:15 pm – 3:00 pm	Breakout Sessions	
	BUILD CUSTOMER TRUST Beyond The Hype: Balancing AI Advantages With Human Connection And Trust Speakers: Katie Linford, 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

Thursday, Apr 3

8:15 am – 9:15 am	Certification Wrap-up Breakfast Speakers: Jenna Wohead, Director, Product Management, Forrester	
8:30 am – 9:15 am	Analyst-Led Roundtables (Pre-Registration Required) Leading Change: How To Get People To Want To Do What You Want Them To Do Speakers: Katy Tynan, VP, Principal Analyst, Forrester	
9:30 am – 10:00 am	Keynote: Turn GenAI Possibilities Into Reality Speakers: Lisa Gately, Principal Analyst, Forrester	
11:30 am – 12:00 pm	Breakout Sessions	
	HARNESS THE POWER OF TECHNOLOGY AND DATA Making The Case For Data Investment Speakers: Brett Kahnke, Principal Analyst, Forrester	