



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 16, 2026 07:36:58 AM ET

Certification: AI

**Bold Starts, Mar 31**

**Tuesday, Apr 1**

8:00 am – 9:15 am	<p><b>Workshops (Pre-Registration Required)</b></p> <p><b>Unlock AI’s Full Potential With Forrester’s AIQ Framework</b>          Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>	
9:45 am – 10:15 am	<p><b>Keynote: Introducing Buying Networks: Your Buyers’ New Reality</b></p> <p>Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester</p>	
11:30 am – 12:00 pm	<p><b>Breakout Sessions</b></p>	
	<p><b>BUILD CUSTOMER TRUST</b></p> <p><b>The Future Of B2B Messaging: GenAI-Driven Relevance And Efficiency</b>          Speakers: Paul Ferron, VP, Research Director, Forrester</p>	<p><b>FOSTER INGENUITY AND INNOVATION</b></p> <p><b>Your AI Product Strategy: Driving Growth and Customer Outcomes in a Fast-Changing World</b>          Speakers: Lisa Singer, VP, Principal Analyst, Forrester Jason Smith, CEO and Cofounder, Klue Inbal Budowski-Tal, Senior Director of AI/ML, Pendo</p>
2:15 pm – 3:00 pm	<p><b>Breakout Sessions + Ask The Expert</b></p>	
	<p><b>FOSTER INGENUITY AND INNOVATION</b></p> <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>	

**Wednesday, Apr 2**

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

8:15 am – 9:00 am	<p><b>Analyst-Led Roundtables (Pre-Registration Required)</b></p> <p><b>Second Offering: Closing The AI Literacy Gap: Strategies For Advancing GenAI Expertise</b>          Speakers: Lisa Gately, Principal Analyst, Forrester</p>					
2:15 pm – 3:00 pm	<p><b>Breakout Sessions</b></p> <table border="1" data-bbox="315 395 2199 596"> <tr> <th data-bbox="315 395 1256 448">BUILD CUSTOMER TRUST</th> <th data-bbox="1256 395 2199 448">HARNESS THE POWER OF TECHNOLOGY AND DATA</th> </tr> <tr> <td data-bbox="315 448 1256 596"> <p><b>Beyond The Hype: Balancing AI Advantages With Human Connection And Trust</b>            Speakers: Katie Linford, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 448 2199 596"> <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> </td> </tr> </table>		BUILD CUSTOMER TRUST	HARNESS THE POWER OF TECHNOLOGY AND DATA	<p><b>Beyond The Hype: Balancing AI Advantages With Human Connection And Trust</b>            Speakers: Katie Linford, 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>
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**Thursday, Apr 3**

8:15 am – 9:15 am	<p><b>Certification Wrap-up Breakfast</b></p> <p>Speakers: Jenna Wohead, Director, Product Management, Forrester</p>					
8:30 am – 9:15 am	<p><b>Analyst-Led Roundtables (Pre-Registration Required)</b></p> <p><b>Leading Change: How To Get People To Want To Do What You Want Them To Do</b>          Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p>					
9:30 am – 10:00 am	<p><b>Keynote: Turn GenAI Possibilities Into Reality</b></p> <p>Speakers: Lisa Gately, Principal Analyst, Forrester</p>					
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