



FORRESTER®

# B2B Summit North America

Phoenix

April 26, 2026 – April 29, 2026

Agenda downloaded: April 18, 2026 12:57:08 PM ET

**Bold Starts, Apr 26**

2:00 pm – 3:00 pm	<p><b>Customize Your Summit Experience: Drop-In Agenda-Building Session</b></p> <p>Speakers: Amy Hayes, VP, Research Director, Forrester Cristina De Martini, VP, Research Director, Forrester</p>
2:30 pm – 5:00 pm	<p><b>Workshops</b></p> <p><b>End The Corporate-Regional Tug Of War Over Campaign Control</b> Speakers: Rani Salehi, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester</p> <p><b>How To Measure The Impact Of Process Transformation Across GTM Efforts</b> Speakers: Vicki Brown, VP, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester</p> <p><b>Bringing Order To The Chaos Of Campaign/Program Workflows Improving Buyer Experience</b> Speakers: Naomi Marr, Principal Analyst, Forrester Nora Conklin, Principal Analyst, Forrester</p>
3:45 pm – 5:00 pm	<p><b>Workshops</b></p> <p><b>Postsale Engagement Design: A Framework For Collaboration</b> Speakers: Amy Bills, VP, Principal Analyst, Forrester Shari Srebnick, Principal Analyst, Forrester</p> <p><b>Influence That Builds Brand Authority In The AEO Age</b> Speakers: Karen Tran, Principal Analyst, Forrester</p> <p><b>Align And Activate AI Agents For GTM Teams</b> Speakers: Jessie Johnson, Principal Analyst, Forrester Katie Linford, Principal Analyst, Forrester</p>
4:00 pm – 5:00 pm	<p><b>Customize Your Summit Experience: Drop-In Agenda-Building Session</b></p> <p>Speakers: Matthew Selheimer, VP, Research Director, Forrester Steve Casey, Principal Analyst, Forrester</p>
5:30 pm – 7:00 pm	<b>Welcome Reception Sponsored By Salesforce</b>
5:30 pm – 6:30 pm	<b>Executive Leadership Exchange (Invite-Only): Welcome Reception And First Networking Opportunity</b>

**Monday, Apr 27**

7:00 am – 8:00 am	<b>Wellness: Morning Run And Walk</b>
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Monday, Apr 27

7:00 am – 8:00 am	<b>Wellness: Morning Yoga</b>
8:30 am – 9:30 am	<b>Wellness: Morning Yoga</b>
8:00 am – 9:00 am	<p><b>First-Time Access: Decoding GTM Singularity and Mapping Your Summit Journey</b></p> <p>Speakers: Srividya Sridharan, VP, Group Director, Forrester Amy Hayes, VP, Research Director, Forrester</p>
8:00 am – 11:00 am	<p><b>Forrester Women's Leadership Program: Focused. Intentional. Transformative.</b></p> <p><b>8:30am - 8:50am - Focused By Choice, Transformative By Design: Women Leaders Shaping The Human Future Of Work</b> Speakers: Maria Chien, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester</p> <p><b>8:50am - 9:10am - Guest Keynote</b> Speakers: Divya Rajagopalan Ed.D., Vice President, Global Partner Strategy, ServiceNow</p> <p><b>9:20am - 10:00am - Leading In A Connected Era: Networks, Resilience, And Women In Leadership</b> Speakers: Rhonda Hogan, VP, Growth Marketing, SAP Concur Divya Rajagopalan Ed.D., Vice President, Global Partner Strategy, ServiceNow Maria Chien, VP, Principal Analyst, Forrester</p> <p><b>10:15am - 10:45am - Roundtable Discussions: Preparing For An AI-Driven Future</b></p>
8:30 am – 9:30 am	<p><b>Analyst-Led Roundtables</b></p> <p><b>Using Postsale Customer Insights Across the Lifecycle</b> Speakers: Shari Srebnick, Principal Analyst, Forrester</p> <p><b>How Is AI Transforming B2B Marketing And Revenue Operations?</b> Speakers: Laura Cross, VP, Principal Analyst, Forrester</p> <p><b>Possibilities And Pitfalls Of AI In ABM</b> Speakers: Nora Conklin, Principal Analyst, Forrester</p> <p><b>From Siloed to Synced: Marketing–Product Collaboration That Delivers</b> Speakers: Lisa Singer, VP, Principal Analyst, Forrester Mark Ogne, Principal Analyst, Forrester</p>

Monday, Apr 27

9:00 am – 11:15 am

**Immersive Experience (Registration Required)****9:00 AM - 10:00 AM****10:15 AM - 11:15 AM**

9:00 am – 11:00 am

**Future Leaders Program****Session Details:**

Speakers: Amy Bills, VP, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester

9:00 am – 11:00 am

**Workshops****Assess AI Proficiency To Scale AI Success**

Speakers: Katie Linford, Principal Analyst, Forrester Jessie Johnson, Principal Analyst, Forrester

**Use Market Intelligence To Make Smarter GTM Decisions**

Speakers: Beth Caplow, VP, Principal Analyst, Forrester Barbara Winters, VP, Principal Analyst, Forrester

**Measure, Message, Influence: A Revenue Enablement Value Playbook**

Speakers: Peter Ostrow, VP, Principal Analyst, Forrester

**Assess Your GTM Transformation Readiness**

Speakers: Katie Fabiszak, VP, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester

**Confident Power Moves: Design Through Reorgs, Layoffs, And Change**

Speakers: Rani Salehi, Principal Analyst, Forrester Vicki Brown, VP, Principal Analyst, Forrester

Monday, Apr 27

10:00 am – 11:00 am	<p><b>Analyst-Led Roundtables</b></p> <p><b>Designing Sales Plans For Modern Buyers</b> Speakers: Shakeel Khan, Principal Analyst, Forrester</p> <p><b>Can Marketing Measurement And Attribution Meet This Moment?</b> Speakers: Ross Graber, VP, Principal Analyst, Forrester</p> <p><b>Are Silos Killing Your Customer Experience?</b> Speakers: Cristina De Martini, VP, Research Director, Forrester</p> <p><b>Adapting Plans And Budgets Effectively</b> Speakers: Craig Moore, VP, Principal Analyst, Forrester</p>
10:00 am – 11:30 am	<p><b>Executive Leadership Exchange (Invite-Only): Welcome And Program Kickoff: Leading Through GTM Singularity</b></p> <p>Speakers: Nick Buck, VP, Executive Partner, Forrester</p> <p><b>Diagnosing Organizational Effectiveness: What Leaders Often Overlook</b> Speakers: Betsy Summers, Principal Analyst, Forrester</p>
11:00 am – 12:00 pm	<p><b>Lunch &amp; Marketplace Opening</b></p> <p><b>11:10 - 11:40am - Forrester AI Activation Session</b></p> <p><b>11:25 - 11:35am - The Data B2B Marketers Can't Stop Talking About</b> Speakers: Elizabeth Velasquez, Director, Data Engagement , Forrester Taanya Malhotra, Mgr, Data Engagement, Forrester</p>
12:00 pm – 12:10 pm	<p><b>Welcome</b></p>
12:10 pm – 12:30 pm	<p><b>Keynote: Opening Remarks &amp; The GTM Singularity</b></p> <p>Speakers: Dave Frankland, VP, Research Director, Forrester</p>
12:30 pm – 1:00 pm	<p><b>Keynote: Overcoming The Visibility Vacuum</b></p> <p>Speakers: John Buten, Principal Analyst, Forrester</p>

Monday, Apr 27

<p>1:15 pm – 2:00 pm</p>	<p><b>Breakout Sessions</b></p> <table border="1"> <tr> <td data-bbox="315 245 1258 304"> <p><b>GTM TRANSFORMATION</b></p> </td> <td data-bbox="1258 245 2199 304"> <p><b>BUYER &amp; CUSTOMER EXPERIENCE</b></p> </td> </tr> <tr> <td data-bbox="315 304 1258 411"> <p><b>Disconnected GTM Efforts Will Ruin Your Company</b> Speakers: Katie Fabiszak, VP, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 304 2199 411"> <p><b>Elevated Expectations: What Your Audience Really Wants</b> Speakers: Barbara Winters, VP, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 411 1258 470"> <p><b>ENGAGEMENT &amp; ACTIVATION</b></p> </td> <td data-bbox="1258 411 2199 470"> <p><b>PLANNING &amp; MEASUREMENT</b></p> </td> </tr> <tr> <td data-bbox="315 470 1258 547"> <p><b>Building Adaptive Marketing Programs With AI</b> Speakers: Kelvin Gee, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 470 2199 547"> <p><b>The 10 Non-Negotiables For Resilient Planning Across GTM Functions</b> Speakers: Laura Cross, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 547 1258 606"> <p><b>DATA &amp; INSIGHTS</b></p> </td> <td data-bbox="1258 547 2199 606"> <p><b>LEADERSHIP &amp; ORG</b></p> </td> </tr> <tr> <td data-bbox="315 606 1258 683"> <p><b>Building The GTM Knowledge Graph For GenAI</b> Speakers: Brett Kahnke, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 606 2199 683"> <p><b>Diagnose The Barriers To Your Organizational Effectiveness</b> Speakers: Betsy Summers, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 683 1258 742"> <p><b>AI, AGENTS &amp; AUTOMATION</b></p> </td> <td data-bbox="1258 683 2199 742"></td> </tr> <tr> <td data-bbox="315 742 1258 826"> <p><b>Align AI Agents With Strategic Initiatives To Accelerate Growth</b> Speakers: Jessie Johnson, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 742 2199 826"></td> </tr> </table>	<p><b>GTM TRANSFORMATION</b></p>	<p><b>BUYER &amp; CUSTOMER EXPERIENCE</b></p>	<p><b>Disconnected GTM Efforts Will Ruin Your Company</b> Speakers: Katie Fabiszak, VP, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester</p>	<p><b>Elevated Expectations: What Your Audience Really Wants</b> Speakers: Barbara Winters, VP, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester</p>	<p><b>ENGAGEMENT &amp; ACTIVATION</b></p>	<p><b>PLANNING &amp; MEASUREMENT</b></p>	<p><b>Building Adaptive Marketing Programs With AI</b> Speakers: Kelvin Gee, Principal Analyst, Forrester</p>	<p><b>The 10 Non-Negotiables For Resilient Planning Across GTM Functions</b> Speakers: Laura Cross, VP, Principal Analyst, Forrester</p>	<p><b>DATA &amp; INSIGHTS</b></p>	<p><b>LEADERSHIP &amp; ORG</b></p>	<p><b>Building The GTM Knowledge Graph For GenAI</b> Speakers: Brett Kahnke, Principal Analyst, Forrester</p>	<p><b>Diagnose The Barriers To Your Organizational Effectiveness</b> Speakers: Betsy Summers, Principal Analyst, Forrester</p>	<p><b>AI, AGENTS &amp; AUTOMATION</b></p>		<p><b>Align AI Agents With Strategic Initiatives To Accelerate Growth</b> Speakers: Jessie Johnson, Principal Analyst, Forrester</p>	
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Monday, Apr 27

2:15 pm – 2:45 pm

**Sponsor Case Studies****Adobe: From AI Noise To Market Power: Lumen's Human Advantage**

Speakers: Ed Kennedy, Manager, Product Marketing, Adobe GenStudio Moria Fredrickson, VP Brand &amp; DX, Lumen

**Clodz: How Canva Turns Win-Loss Feedback Into GTM Strategy**

Speakers: Spencer Dent, Co-founder &amp; Co-CEO, Clodz Jessica Chiew, Global Head of GTM Strategy &amp; Operations, Canva

**Cvent: Winning Mindshare: Capital Group's Event-Led Growth Strategy**

Speakers: Ajith Krishnankutty, Head of Experiential Marketing, Capital Group

**Demandbase: The Signal Trap: Why Your GTM Team Is Drowning In Insights But Starving For Impact**

Speakers: Brooke Leslie, Sr. Director, Global Campaigns and ABM, Cloudfare

**Intensify: How Cox Communications Built AI Into GTM Execution**

Speakers: Sarah Kim, VP of Commercial Marketing, Cox Communications Hannah Swanson, VP of Marketing, Intensify

**Lead2Pipeline: Eliminating Intent Slop | How A Global Cybersecurity Brand Achieved 19X Pipeline ROI By Reengineering Their GTM Efforts**

Speakers: Spring Sanchez, Senior Global Campaigns Manager, Zscaler Sourabh Kothari, Chief Marketing Officer, Lead2Pipeline

**Optimizely Case Study**

2:45 pm – 3:45 pm

**Analyst-Led Roundtables****Resetting Partner Enablement For Today's Buyers**

Speakers: Maria Chien, VP, Principal Analyst, Forrester

**Overcoming The Visibility Vacuum**

Speakers: John Buten, Principal Analyst, Forrester

**Protecting Revenue, Driving Growth: Where Customer Marketing Succeeds**

Speakers: Amy Bills, VP, Principal Analyst, Forrester

**REPEAT: Using Postsale Customer Insights Across the Lifecycle**

Speakers: Nora Conklin, Principal Analyst, Forrester

Monday, Apr 27

2:45 pm – 3:45 pm

**Marketplace Coffee Break & Networking****2:50pm - 3:00pm - Bombora: Illuminate The Buying Group: CRM Activation Is Not Enough For High Performance ABM**

Speakers: Hsiaolei Miller, SVP, Insights and Customer Success, Bombora

**2:50pm - 3:00pm - Informa TechTarget: If AI Picks The Winners, How Do You Get Chosen?**

Speakers: Staci Gullotta, Chief Marketing Officer, Informa TechTarget

**3:05pm - 3:15pm - Data Axle: From Personas To People In B2B**

Speakers: Natalie Cunningham, SVP of Marketing, Data Axle

**3:05pm - 3:15pm - Gong: AI Maturity Model: The 3 Stages Of Realizing An AI-Powered GTM Organization**

Speakers: Kirra Greye, Director of Revenue Transformation, Gong

**3:20pm - 3:30pm - Brightspot: Content Management Built For The Way You Work**

Speakers: Maria Bishirjian, Principal Product Marketing Manager, Brightspot Vicki Tran, Senior Product Manager, Brightspot

**3:20pm - 3:30pm - Knak: The Future Of Email Marketing: Faster Builds, Better Workflows**

Speakers: Andrea Vicic, Senior Product Marketing Director, Knak

3:30 pm – 5:00 pm

**Executive Leadership Exchange (Invite-Only): Executive Deep Dives****Panel: GTM Transformation For Today's Buying Reality**

Speakers: Antonio Espinoza, Global Head Of Digital Marketing And eCommerce, Philips International Brian Hovey, VP, CMO, Rockwell Automation Matthew Selheimer, VP, Research Director, Forrester

**Peer Discussions: Navigating The GTM Singularity**

Monday, Apr 27

3:45 pm – 4:15 pm

<b>Breakout Sessions</b>	
<b>GTM TRANSFORMATION</b>	<b>BUYER &amp; CUSTOMER EXPERIENCE</b>
<b>The Future Of Sales And Topline Growth</b> Speakers: Rick Bradberry, Principal Analyst, Forrester	<b>Transform DX For The AI-Empowered Buyer</b> Speakers: Renee Irion, Principal Analyst, Forrester
<b>ENGAGEMENT &amp; ACTIVATION</b>	<b>PLANNING &amp; MEASUREMENT</b>
<b>Surviving When Your Revenue Process Is Obsolete</b> Speakers: Terry Flaherty, VP, Principal Analyst, Forrester	<b>Turning Transparency Into Trust For GTM Growth</b> Speakers: Martin Hasenstrauch, Global Partner Marketing, Siemens Maria Chien, VP, Principal Analyst, Forrester
<b>DATA &amp; INSIGHTS</b>	<b>LEADERSHIP &amp; ORG</b>
<b>From Data Silos To A Unified AI Foundation</b> Speakers: Jeff Siegel, Director of Marketing Strategy, Cisco Katie Linford, Principal Analyst, Forrester	<b>AI Won't Fix Your Operating Model: Leadership Will.</b> Speakers: Billy Hackenson, VP, Marketing Strategy, Planning, Operations, and AI Initiatives, Cisco Rani Salehi, Principal Analyst, Forrester
<b>AI, AGENTS &amp; AUTOMATION</b>	
<b>Scaling Content Amid The Swirl Of AI Scrutiny</b> Speakers: Lisa Gately, Principal Analyst, Forrester	

Monday, Apr 27

4:30 pm – 5:00 pm

**Sponsor Case Studies****Influ2: Orchestrate ABM Around Main Characters, Not The Extras**

Speakers: Dmitri Lisitski, CEO and Co-Founder, Influ2 Jon Miller, CEO and Co-Founder, Marketo Doug Madey, Director of Communications, Influ2

**Informa TechTarget: Transforming Cybersecurity Marketing: Strategic Alignment And Precision Targeting For Pipeline Growth**

Speakers: Annie Matthews, Head of Cybersecurity GTM, Informa TechTarget Katrina Ross, Sr. Director of Integrated Marketing, Tanium

**LeanData: From Routing Chaos To Revenue Engine: How Uber For Business Increased Deal Velocity And Bridged The AI Gap**

Speakers: Nicole Peinado, Revenue Technology Manager, Uber Katy Keim, Chief Executive Officer, LeanData

**NetLine: Winning Buyers Before The Shortlist: Preference-Building Lessons From 7M Buying Signals**

Speakers: David Fortino, General Manager, NetLine Mandi Tompkins, Head of StudioID, Informa TechTarget

**Optimizely Case Study****People Data Labs: Hidden Signals: The Workforce Data Insights Powering The Future Of Enterprise GTM**

Speakers: Ben Eisenberg, CEO, People Data Labs Lindsay Warren, VP of Growth, People Data Labs

**Salesforce: Unlock Qualified Pipeline With True Sales & Marketing Alignment**

Speakers: Tyler Wellington, Cloud Sales Director, GTM Product Marketing Manager, Salesforce Ruth Bolster, Product Marketing Senior Lead, Salesforce

5:15 pm – 5:55 pm

**Panel: How To Bend The ARC Of Your GTM Toward Growth**

Speakers: Steven Casey, VP, Research Director, Forrester Amy Hayes, VP, Research Director, Forrester Cristina De Martini, VP, Research Director, Forrester Matthew Selheimer, VP, Research Director, Forrester

5:55 pm – 6:55 pm

**Networking Reception Sponsored by Adobe**

7:00 pm – 9:30 pm

**Executive Leadership Exchange (Invite-Only): Exclusive Dinner Experience And Networking**

7:00 pm – 9:00 pm

**Future Leaders Dinner**

Tuesday, Apr 28

8:00 am – 9:15 am

**General Breakfast**

Tuesday, Apr 28

8:00 am – 9:15 am

**Workshops****Designing Messaging And Content For Visibility**

Speakers: John Buten, Principal Analyst, Forrester Lisa Gately, Principal Analyst, Forrester

**Jumpstarting Your Buying Group Transformation**

Speakers: Terry Flaherty, VP, Principal Analyst, Forrester Naomi Marr, Principal Analyst, Forrester

**Build A Customer Marketing Charter**

Speakers: Amy Bills, VP, Principal Analyst, Forrester

**Boost Your Success With AIQ**

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

**To Insource Or Outsource? That Is The Question.**

Speakers: Ian Bruce, VP, Principal Analyst, Forrester Nick Buck, VP, Executive Partner, Forrester

8:15 am – 9:15 am

**Analyst-Led Roundtables****Is Sales Paid Too Much For Too Little?**

Speakers: Rick Bradberry, Principal Analyst, Forrester

**Reinventing Buyer Personas And Journeys With AI**

Speakers: Barbara Winters, VP, Principal Analyst, Forrester

**Using AI in Campaign Design and Optimization**

Speakers: Craig Moore, VP, Principal Analyst, Forrester

**REPEAT: Are Silos Killing Your Customer Experience?**

Speakers: Cristina De Martini, VP, Research Director, Forrester

**Certification Roundtable: Activating The Modern GTM**

Speakers: Amy Hayes, VP, Research Director, Forrester

8:15 am – 9:15 am

**Immersive Experience (Registration Required)****8:15 AM - 9:15 AM | Group A or B**

**Tuesday, Apr 28**

9:30 am – 9:35 am	<b>Welcome Back</b>  Speakers: Dave Frankland, VP, Research Director, Forrester
9:35 am – 10:00 am	<b>Keynote: Make Brand + Demand Your Preference Multiplier</b>  Speakers: Ian Bruce, VP, Principal Analyst, Forrester Kelvin Gee, Principal Analyst, Forrester
10:00 am – 10:30 am	<b>Return On Integration Honors</b>  Speakers: Brian Hovey, VP, CMO, Rockwell Automation Marc Monday, GVP AMS Partnerships & Channels, ServiceNow Lucia Ying, Head of Americas SMB Marketing and Global SMB Brand, Amazon Ads Sharyn Leaver, Chief Research Officer, Forrester
10:30 am – 12:45 pm	<b>Immersive Experience (Registration Required)</b>  <b>10:30 AM - 11:30 AM   Group A or B</b>  <b>11:45 AM - 12:45 PM   Group A or B</b>

Tuesday, Apr 28

10:30 am – 11:30 am

**Marketplace Coffee Break & Networking****10:35am - 10:45am - Bombora: Mind The Gap: Is Your ABM Measurement Missing The Bigger Picture?**

Speakers: Hsiaolei Miller, SVP, Insights and Customer Success, Bombora

**10:35am - 10:45am - NetLine: How Demand Teams Turn Active Buyer Research Into Qualified Pipeline—Before The Shortlist Forms**

Speakers: Andy Gioia, Director of Sales, NetLine

**10:50am - 11:00am - ROI DNA: The Hidden Revenue Risk In Paid Media**

Speakers: Brian DeHaan, SVP Growth and Client Services, ROI DNA

**10:50am - 11:00am - Zoho: Silos, Synergy, And Singularity: The Journey To "Vibe GTM"**

Speakers: Prashanth "PVK" Krishnaswami, Head of Market Strategy, Zoho

**11:05am - 11:15am - 6sense: Seeing Your GTM As A System: The 6sense Maturity Model**

Speakers: Rauli Garcia, Vice President of Strategic Consulting &amp; Analytics, 6sense

**11:05am - 11:15am - Docket: Death Of The MQL: How Agents Re-Write Qualification**

Speakers: Arjun Pillai, CEO, Docket

**11:20am - 11:30am - Nooks: Why Tool Sprawl Is The Silent Pipeline Killer**

Speakers: Marissa McCormick, Sr Sales Development Manager, Nooks

**11:20am - 11:30am - The Collaborative: Real-World Asana: Scale Impact, Evolve Your Team**

Speakers: Cory Wilson, CEO/Principal Consultant, The Collaborative Alaia Giglio, Lead Consultant, The Collaborative

10:30 am – 11:30 am

**Exclusive Book Signing With Dave Boyce**

Speakers: Dave Boyce, Growth Investor, Mercato Partners

10:40 am – 11:20 am

**Getting The Most Out Of Forrester**

Speakers: Chris Andrews, VP Product Management, Forrester

Tuesday, Apr 28

11:30 am – 12:00 pm	<b>Breakout Sessions</b>	
	<b>GTM TRANSFORMATION</b>	<b>BUYER &amp; CUSTOMER EXPERIENCE</b>
	<b>A Candid Look At Honeywell's GTM Transformation</b> Speakers: Meredith Winczewski, IA Chief Marketing Officer, Honeywell Katie Fabiszak, VP, Principal Analyst, Forrester	<b>Agile Messaging Delivers Engaging Experiences And Campaigns</b> Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester
	<b>ENGAGEMENT &amp; ACTIVATION</b>	<b>PLANNING &amp; MEASUREMENT</b>
	<b>Win The Post-Zero-Click Search Game</b> Speakers: Renee Irion, Principal Analyst, Forrester	<b>Link Brand And Demand To Show Marketing Effectiveness</b> Speakers: Dena Weatherhead, Director, Brand Media, Workday Ian Bruce, VP, Principal Analyst, Forrester
	<b>DATA &amp; INSIGHTS</b>	<b>LEADERSHIP &amp; ORG</b>
	<b>Market And Buyer Intelligence That Powers GTM Success</b> Speakers: Beth Caplow, VP, Principal Analyst, Forrester	<b>Leading When AI Democratizes Work</b> Speakers: Lisa Gately, Principal Analyst, Forrester
	<b>AI, AGENTS &amp; AUTOMATION</b>	
	<b>Navigate The AI Collision In Sales And Marketing Tech Stacks</b> Speakers: Kathleen Pierce, Principal Analyst, Forrester	
11:30 am – 12:00 pm	<b>Don't Fire Your Developers! The Future Of AI Software Development</b>  Speakers: Chris Gardner, VP, Research Director, Forrester	

Tuesday, Apr 28

12:15 pm – 12:45 pm

**Sponsor Case Studies****1mind: Experity Outcomes: 3X With 1mind**

Speakers: Jonathan Moss, EVP, Experity

**Dun & Bradstreet: How Essity Rebuilt Trust In Their Data**

Speakers: Neil Honaker, Data &amp; Enablement Initiatives Manager, Essity Travis Lasorsa, Regional Vice President, New Business, Dun &amp; Bradstreet

**Informa TechTarget: Records To Revenue: How Iron Mountain Fueled Database Expansion And Engaged New Buying Teams**

Speakers: Mark Wiragh, Director of North American Enterprise Marketing, Iron Mountain Staci Gullotta, Chief Marketing Officer, Informa TechTarget

**Kaltura Case Study****LeanData: Breaking Silos: How Rockwell Automation Rebuilt Its GTM Engine**

Speakers: Jim Bell, Chief Marketing Officer, LeanData Amanda Shelley, AI Strategy &amp; Transformation Lead, Global Sales and Marketing, Rockwell

**Salesforce: Rewrite the B2B Playbook with Agentic Engagement**

Speakers: Ruth Bolster, Product Marketing Senior Lead, Salesforce Tina Katic-Michalos, Senior Director of Demand Generation and Marketing Operations, TaskUs

**WordPress VIP: From Static Sites To Adaptive Experiences: How Salesforce & WordPress VIP Are Powering The AI-Ready Web**

Speakers: Patrick Barrett, Senior Director of Product Management, Marketing Cloud, Salesforce James Giroux, Technical Account Manager, WordPress VIP

12:45 pm – 2:00 pm

**Analyst Relations (AR) Luncheon**

Speakers: Chris Andrews, VP Product Management, Forrester

12:45 pm – 2:00 pm

**Marketplace Lunch & Networking****1:30pm - 2:00pm - Forrester AI Activation Session****1:35 - 1:45pm - The Data B2B Marketers Can't Stop Talking About**

Speakers: Elizabeth Velasquez, Director, Data Engagement, Forrester Taanya Malhotra, Mgr, Data Engagement, Forrester

12:45 pm – 1:45 pm

**Adobe Lunch & Learn: From Insight To Impact: How Esri Built An AI-Ready GTM Revenue Engine With Adobe**

Speakers: Jessica Kao, Director of B2B GTM Digital Transformation, Adobe Steve Schultz, Director, MarTech | IST, Esri

Tuesday, Apr 28

12:45 pm – 2:00 pm	<p><b>Executive Leadership Exchange (Invite-Only): Lunch, Networking And Executive Discussions</b></p> <p>Speakers: Dave Boyce, Growth Investor, Mercato Partners</p>															
1:00 pm – 1:45 pm	<p><b>Forrester Women's Leadership Program Lunch &amp; Panel</b></p> <p>Speakers: Lizzie Brown, Associate, Account-Based Marketing Leader, KPMG Avery Clinton, Product Marketing Analyst, Equinix Mikayla Wilson, Senior Marketing Operations Manager, Workiva Phyllis Davidson, VP, Principal Analyst, Forrester</p>															
2:00 pm – 2:45 pm	<p><b>Breakout Sessions</b></p> <table border="1" data-bbox="318 496 2199 1219"> <tr> <td data-bbox="318 496 1258 555"> <p><b>GTM TRANSFORMATION</b></p> </td> <td data-bbox="1258 496 2199 555"> <p><b>BUYER &amp; CUSTOMER EXPERIENCE</b></p> </td> </tr> <tr> <td data-bbox="318 555 1258 660"> <p><b>Partner Your Way To Complete Customer Solutions</b> Speakers: Kathy Contreras, VP, Principal Analyst, Forrester Tony Plec, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 555 2199 660"> <p><b>A Personalization Prescription: Rx For Winning Experiences</b> Speakers: Jessie Johnson, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="318 660 1258 719"> <p><b>ENGAGEMENT &amp; ACTIVATION</b></p> </td> <td data-bbox="1258 660 2199 719"> <p><b>PLANNING &amp; MEASUREMENT</b></p> </td> </tr> <tr> <td data-bbox="318 719 1258 799"> <p><b>Win Buyer Trust With Proof</b> Speakers: Lisa Gately, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 719 2199 799"> <p><b>Evaluating Content Impact In An AI World</b> Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="318 799 1258 1018"> <p><b>DATA &amp; INSIGHTS</b></p> <p><b>Proving The Value Of Your AI Offering: Moving From Activity Metrics To Business Impact</b> Speakers: Shweta Doshi, Head of Product, Mindtickle Kobi Stok, SVP of Product, Pendo Stuart Clark, SVP of Product, KnowBe4 Lisa Singer, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 799 2199 1018"> <p><b>LEADERSHIP &amp; ORG</b></p> <p><b>Get Ready For AI With Forrester's AIQ</b> Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p> </td> </tr> <tr> <td data-bbox="318 1018 1258 1077"> <p><b>AI, AGENTS &amp; AUTOMATION</b></p> </td> <td data-bbox="1258 1018 2199 1077"></td> </tr> <tr> <td data-bbox="318 1077 1258 1219"> <p><b>When AI Agents Take Over, What's Left For You?</b> Speakers: Laura Cross, VP, Principal Analyst, Forrester Laura Ramos, VP, Principal Analyst, Forrester Naomi Marr, Principal Analyst, Forrester Mark Ogne, Principal Analyst, Forrester Emily Collins, VP, Research Director, Forrester</p> </td> <td data-bbox="1258 1077 2199 1219"></td> </tr> </table>		<p><b>GTM TRANSFORMATION</b></p>	<p><b>BUYER &amp; CUSTOMER EXPERIENCE</b></p>	<p><b>Partner Your Way To Complete Customer Solutions</b> Speakers: Kathy Contreras, VP, Principal Analyst, Forrester Tony Plec, Principal Analyst, Forrester</p>	<p><b>A Personalization Prescription: Rx For Winning Experiences</b> Speakers: Jessie Johnson, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester</p>	<p><b>ENGAGEMENT &amp; ACTIVATION</b></p>	<p><b>PLANNING &amp; MEASUREMENT</b></p>	<p><b>Win Buyer Trust With Proof</b> Speakers: Lisa Gately, Principal Analyst, Forrester</p>	<p><b>Evaluating Content Impact In An AI World</b> Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester</p>	<p><b>DATA &amp; INSIGHTS</b></p> <p><b>Proving The Value Of Your AI Offering: Moving From Activity Metrics To Business Impact</b> Speakers: Shweta Doshi, Head of Product, Mindtickle Kobi Stok, SVP of Product, Pendo Stuart Clark, SVP of Product, KnowBe4 Lisa Singer, VP, Principal Analyst, Forrester</p>	<p><b>LEADERSHIP &amp; ORG</b></p> <p><b>Get Ready For AI With Forrester's AIQ</b> Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>	<p><b>AI, AGENTS &amp; AUTOMATION</b></p>		<p><b>When AI Agents Take Over, What's Left For You?</b> Speakers: Laura Cross, VP, Principal Analyst, Forrester Laura Ramos, VP, Principal Analyst, Forrester Naomi Marr, Principal Analyst, Forrester Mark Ogne, Principal Analyst, Forrester Emily Collins, VP, Research Director, Forrester</p>	
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Tuesday, Apr 28

2:00 pm – 4:15 pm

**Immersive Experience (Registration Required)****2:00 PM - 3:00 PM | Group A or B****3:15 PM - 4:15 PM | Group A or B (Reserved for Executive Leadership Exchange attendees)**

3:00 pm – 3:30 pm

**Sponsor Case Studies****Actively AI: Embracing Change: Agentic Experiences That Drive GTM Success**

Speakers: Matt Dornfeld, Director, GTM Performance &amp; Productivity, Clickup

**Canva: Designed To Win: How Docusign Transformed GTM Enablement With Canva**

Speakers: Emma Robinson, Head of B2B Marketing, Canva Carla Weis, VP, Brand &amp; Creative, DocuSign

**Letter AI: How Global Teams Operationalize AI-Native Enablement**

Speakers: Taryn Rosada, Head of Revenue Enablement, Plaid

**Outreach: Accelerating GTM Success: How AI Empowers Revenue Teams**

Speakers: Nadia Rashid, CRO, Outreach Kathy Doolaeghe, Head of Global Go-to-Market Operations, Qualtrics

**pharosIQ: From Zero ROI To 12x Pipeline Growth**

Speakers: Whitney Donaldson, Senior Global Director of Demand Gen, Impact.com Andy Gram, Strategic Account Director, pharosIQ

**Webflow: How Answer Engine Optimization (AEO) Is Reshaping B2B Marketing**

Speakers: Guy Yalif, Chief Evangelist, Webflow

Tuesday, Apr 28

3:30 pm – 4:30 pm

**Marketplace Break & Networking****3:35pm - 3:45pm - Jasper: Is Your Brand Showing Up in AI Answers? How to Measure and Fix It with Jasper**

Speakers: Kelvin Yu, Solutions Engineer, Jasper

**3:50pm - 4:00pm - Hyperbound: Stop Letting Revenue Insights Die In Dashboards**

Speakers: Sriharsha Guduguntla, Co-Founder &amp; CEO , Hyperbound Atul Raghunathan, Co-Founder &amp; CRO , Hyperbound

**3:50pm - 4:00pm - The ABM Agency: Brand Integrity: Survive and Win the GTM Singularity**

Speakers: Vincent DeCastro, Founder &amp; President, The ABM Agency

**4:05pm - 4:15pm - Glyphic: The Execution Problem Hiding Inside Your GTM Stack**

Speakers: Adam Liska, CEO and Co-Founder, Glyphic

**4:05pm - 4:15pm - Spekit: From Enablement To AI-Powered Rep Acceleration**

Speakers: Melanie Fellay, CEO &amp; Co-Founder, Spekit

**4:20pm - 4:30pm - Chili Piper: How Fullbay 2x'd Pipeline With AI Chat**

Speakers: Matt Stone, CMO, Fullbay

**4:20pm - 4:30pm - Propensity: Contact-Level ABM: Identify and Activate Real Buyers**

Speakers: Sumner Vanderhoof, CEO, Propensity

3:30 pm – 4:30 pm

**Analyst-Led Roundtables****Review Site Strategy In The Age of AI-Search: Staying Findable and Authentic**

Speakers: Amy Bills, VP, Principal Analyst, Forrester

**Make Brand + Demand Your Preference Multiplier**

Speakers: Ian Bruce, VP, Principal Analyst, Forrester

**REPEAT: Overcoming The Visibility Vacuum**

Speakers: John Buten, Principal Analyst, Forrester

**REPEAT: How Is AI Transforming B2B Marketing And Revenue Operations?**

Speakers: Laura Cross, VP, Principal Analyst, Forrester

Tuesday, Apr 28

3:35 pm – 4:20 pm	<p><b>Deep Dive: 2026 ROI Award Winners</b></p> <p>Speakers: Lucia Ying, Head of Americas SMB Marketing and Global SMB Brand, Amazon Ads Marc Monday, GVP AMS Partnerships &amp; Channels, ServiceNow Brian Hovey, VP, CMO, Rockwell Automation Matthew Selheimer, VP, Research Director, Forrester</p>
4:30 pm – 5:00 pm	<p><b>Programs Of The Year Honors</b></p> <p><b>B2B Programs Of The Year (POY) Award Winner - Marketing Executive: IBM</b> Speakers: Paul Ambraz, VP of Investment and AI Transformation, IBM Craig Moore, VP, Principal Analyst, Forrester</p> <p><b>B2B Programs Of The Year (POY) Award Winner - Demand &amp; ABM: Workiva</b> Speakers: Mikayla Wilson, Senior Marketing Operations Manager, Workiva Terry Flaherty, VP, Principal Analyst, Forrester</p> <p><b>B2B Programs Of The Year (POY) Award Winner - Portfolio Marketing &amp; Product Management: Nasdaq</b> Speakers: Athen Bozoglu, Head of GTM Marketing, Nasdaq Jeffrey Davenjay, Senior Manager, Marketing, Nasdaq Barbara Winters, VP, Principal Analyst, Forrester</p> <p><b>B2B Programs Of The Year (POY) Award Winner - Revenue Operations: AppFolio</b> Speakers: Brian Koupal, Vice President, Marketing Operations, AppFolio Kevin Ellett, Vice President, Revenue Operations, AppFolio Shakeel Khan, Principal Analyst, Forrester</p> <p><b>B2B Programs Of The Year (POY) Award Winner – Revenue Enablement: ADP</b> Speakers: Mike Wallington, Division Vice President - Global Sales Operations, ADP Peter Ostrow, VP, Principal Analyst, Forrester</p> <p><b>B2B Programs Of The Year (POY) Award Winner - Customer Engagement: Verizon Business</b> Speakers: Kothai Sriramachandran, Senior Director of Business Intelligence, Verizon Business Natalie Sartain, Director of Business Intelligence for Experience Strategy, Verizon Business Shari Srebnick, Principal Analyst, Forrester</p> <p><b>B2B Programs Of The Year (POY) Award Winner - Content Operations &amp; Strategy: Autodesk</b> Speakers: Laura Mitchell, Senior Director of Content &amp; Community, Autodesk Phyllis Davidson, VP, Principal Analyst, Forrester</p> <p><b>B2B Programs Of The Year (POY) Award Winner - Partner Ecosystem Marketing: Dell Technologies</b> Speakers: Kath Meza, Senior Director, Global Partner Program &amp; Transformation, Dell Technologies Kathy Contreras, VP, Principal Analyst, Forrester</p>
5:15 pm – 5:45 pm	<p><b>Keynote: An Accountability Reset Is Past Due</b></p> <p>Speakers: Ross Graber, VP, Principal Analyst, Forrester</p>
6:30 pm – 7:30 pm	<p><b>Future Leaders Happy Hour</b></p>
7:30 pm – 10:00 pm	<p><b>Reception and Concert (Off-site)</b></p>

Wednesday, Apr 29

8:00 am – 9:15 am	<p><b>General Breakfast</b></p>
8:00 am – 9:15 am	<p><b>Workshops</b></p> <p><b>REPEAT: Designing Messaging And Content For Visibility</b> Speakers: Lisa Gately, Principal Analyst, Forrester John Buten, Principal Analyst, Forrester</p> <p><b>Build A Customer-Obsessed Growth Strategy On A Page</b> Speakers: Mark Ogne, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester</p> <p><b>Buying Group Assembly</b> Speakers: Brett Kahnke, Principal Analyst, Forrester Vicki Brown, VP, Principal Analyst, Forrester</p> <p><b>Elevate Customer Experiences With Partners</b> Speakers: Kathy Contreras, VP, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester</p>
8:00 am – 9:15 am	<p><b>Forrester Women's Leadership Program Breakfast</b></p> <p>Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester Amy Hayes, VP, Research Director, Forrester</p>
8:00 am – 9:15 am	<p><b>B2B Summit Certification: Activating The Modern GTM</b></p> <p>Speakers: Elisabeth Medaris, Director of Experience &amp; Operations, Forrester Certification, Forrester</p>
8:15 am – 9:15 am	<p><b>Immersive Experience (Registration Required)</b></p> <p><b>8:15 AM - 9:15 AM   Group A or B</b></p>

Wednesday, Apr 29

8:15 am – 9:15 am	<p><b>Analyst-Led Roundtables</b></p> <p><b>Rewriting The Rules Of Marketing Accountability</b> Speakers: Ross Graber, VP, Principal Analyst, Forrester</p> <p><b>REPEAT: Make Brand + Demand Your Preference Multiplier</b> Speakers: Kelvin Gee, Principal Analyst, Forrester</p> <p><b>REPEAT: Designing Sales Plans For Modern Buyers</b> Speakers: Shakeel Khan, Principal Analyst, Forrester</p> <p><b>REPEAT: Using AI in Campaign Design and Optimization</b> Speakers: Craig Moore, VP, Principal Analyst, Forrester</p>
9:30 am – 9:35 am	<p><b>Welcome Back</b></p> <p>Speakers: Dave Frankland, VP, Research Director, Forrester</p>
9:35 am – 10:00 am	<p><b>Keynote: Human + AI GTM</b></p> <p>Speakers: Jessie Johnson, Principal Analyst, Forrester</p>
10:00 am – 10:20 am	<p><b>Adobe Keynote: Orchestrate Or Be Outrun: AI-Driven B2B Growth With Adobe &amp; NVIDIA</b></p> <p>Speakers: Marissa Dacay, Global Vice President of Enterprise Marketing, Adobe Ari Capogeannis, Senior Director, Enterprise Revenue Marketing, NVIDIA</p>
10:30 am – 11:30 am	<p><b>Immersive Experience (Registration Required)</b></p> <p><b>10:30 AM - 11:30 AM   Group A or B</b></p>
10:35 am – 11:20 am	<p><b>ASU Challenge</b></p>

Wednesday, Apr 29

10:35 am – 11:20 am

Breakout Sessions	
<b>GTM TRANSFORMATION</b>	<b>BUYER &amp; CUSTOMER EXPERIENCE</b>
<p><b>To Verticalize Or Not To Verticalize</b>            Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester</p>	<p><b>Authentic Content Builds Buyer And Customer Trust</b>            Speakers: Davang Shah, VP, Marketing, LinkedIn Rob Gubas, Senior Director Global Integrated Campaigns &amp; Content Strategy, SAP Concur Karen Tran, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester</p>
<b>ENGAGEMENT &amp; ACTIVATION</b>	<b>PLANNING &amp; MEASUREMENT</b>
<p><b>Align Pre- And Postsales Teams To Power Early Value Realization</b>            Speakers: Shari Srebnick, Principal Analyst, Forrester</p>	<p><b>Forget Everything You Know About Measuring Marketing Contribution</b>            Speakers: Ross Graber, VP, Principal Analyst, Forrester</p>
<b>DATA &amp; INSIGHTS</b>	<b>LEADERSHIP &amp; ORG</b>
<p><b>Unlocking Buyer Insights In The Era Of AI-Powered Search</b>            Speakers: Brett Kahnke, Principal Analyst, Forrester</p>	<p><b>Organizational Design Will Drive Your Operational Excellence</b>            Speakers: Catherine Daubert, Head of Global Marketing, Smart Buildings &amp; Smart Power, ABB Kristen Kessler, Vice President, Head of Revenue Operations, Capital One Software Lori Zapustas, Vice President, Global Sales Operations and Enablement, Trimble Laura Cross, VP, Principal Analyst, Forrester</p>
<b>AI, AGENTS &amp; AUTOMATION</b>	
<p><b>How Sales, Product, and Postsale Harness AI to Boost Customer Value</b>            Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Tony Plec, Principal Analyst, Forrester Laura Ramos, VP, Principal Analyst, Forrester Emily Collins, VP, Research Director, Forrester</p>	

Wednesday, Apr 29

11:35 am – 12:05 pm

**Sponsor Case Studies**

**Adobe Case Study**

Speakers: Ashley Penn, Senior Director, Digital Marketing, Adobe

**Ignitium: 10 Things Great ABM Programs Do**

Speakers: Eric Agnew, Chief Revenue Officer, Ignitium

**Outreach: Transforming Revenue Performance: Real-World Impact Of AI Adoption**

Speakers: James Terry, Head of US Revenue, Indeed Flex Holly Simmons, CMO, Outreach

**pharosIQ: The Future Of GTM: Why Buyer Intelligence Is Replacing Intent**

Speakers: Arpita Ray, Director, Campaign Marketing, Ricoh North America Ryan de la Parra, VP, Field & Partner Marketing, Myriad360 Tina Bean, SVP, Data Products & Partnerships, pharosIQ

**Profound: The Rules Have Changed: What 10 Billion Citations Reveal About Winning AI Search in 2026**

Speakers: Trevor Pyle, Head of Marketing, Profound

**Vivun: How Dayforce Sellers Collaborate With An AI Teammate**

Speakers: Jarod Greene, CMO, Vivun Jennifer Jones, GVP, Dayforce

12:05 pm – 12:50 pm

**Marketplace Lunch & Networking**

12:10 pm – 12:45 pm

**Buying Groups and Revenue Process Transformation**

Speakers: Terry Flaherty, VP, Principal Analyst, Forrester

Wednesday, Apr 29

<p>12:50 pm – 1:20 pm</p>	<p><b>Breakout Sessions</b></p> <table border="1"> <tr> <td data-bbox="315 245 1256 304"> <p><b>GTM TRANSFORMATION</b></p> </td> <td data-bbox="1256 245 2199 304"> <p><b>BUYER &amp; CUSTOMER EXPERIENCE</b></p> </td> </tr> <tr> <td data-bbox="315 304 1256 440"> <p><b>From Products To Platforms: Stories From The Trenches</b>            Speakers: Jayson Gehri, Vice President of Marketing, Delinea Lisa Skinner, Senior Director of Product Marketing, GE Vernova Tony Wagner, Chief Commercial Officer , Onyx CenterSource Beth Caplow, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 304 2199 440"> <p><b>Growth Through Try-Before-You-Buy Experiences</b>            Speakers: Lisa Singer, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 440 1256 499"> <p><b>ENGAGEMENT &amp; ACTIVATION</b></p> </td> <td data-bbox="1256 440 2199 499"> <p><b>PLANNING &amp; MEASUREMENT</b></p> </td> </tr> <tr> <td data-bbox="315 499 1256 576"> <p><b>How AI Transforms ABM For Sales And Marketing</b>            Speakers: Nora Conklin, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 499 2199 576"> <p><b>From Cold Outreach To AI-Orchestrated Growth</b>            Speakers: Shakeel Khan, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 576 1256 635"> <p><b>DATA &amp; INSIGHTS</b></p> </td> <td data-bbox="1256 576 2199 635"> <p><b>LEADERSHIP &amp; ORG</b></p> </td> </tr> <tr> <td data-bbox="315 635 1256 711"> <p><b>Turning Deal Intelligence Into Advantage</b>            Speakers: Vicki Brown, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 635 2199 711"> <p><b>Crank Up Your Leadership Transition Prowess</b>            Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p> </td> </tr> <tr> <td data-bbox="315 711 1256 770"> <p><b>AI, AGENTS &amp; AUTOMATION</b></p> </td> <td data-bbox="1256 711 2199 770"></td> </tr> <tr> <td data-bbox="315 770 1256 855"> <p><b>How To Avoid Random Acts Of AI</b>            Speakers: Katie Linford, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 770 2199 855"></td> </tr> </table>	<p><b>GTM TRANSFORMATION</b></p>	<p><b>BUYER &amp; CUSTOMER EXPERIENCE</b></p>	<p><b>From Products To Platforms: Stories From The Trenches</b>            Speakers: Jayson Gehri, Vice President of Marketing, Delinea Lisa Skinner, Senior Director of Product Marketing, GE Vernova Tony Wagner, Chief Commercial Officer , Onyx CenterSource Beth Caplow, VP, Principal Analyst, Forrester</p>	<p><b>Growth Through Try-Before-You-Buy Experiences</b>            Speakers: Lisa Singer, VP, Principal Analyst, Forrester</p>	<p><b>ENGAGEMENT &amp; ACTIVATION</b></p>	<p><b>PLANNING &amp; MEASUREMENT</b></p>	<p><b>How AI Transforms ABM For Sales And Marketing</b>            Speakers: Nora Conklin, Principal Analyst, Forrester</p>	<p><b>From Cold Outreach To AI-Orchestrated Growth</b>            Speakers: Shakeel Khan, Principal Analyst, Forrester</p>	<p><b>DATA &amp; INSIGHTS</b></p>	<p><b>LEADERSHIP &amp; ORG</b></p>	<p><b>Turning Deal Intelligence Into Advantage</b>            Speakers: Vicki Brown, VP, Principal Analyst, Forrester</p>	<p><b>Crank Up Your Leadership Transition Prowess</b>            Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>	<p><b>AI, AGENTS &amp; AUTOMATION</b></p>		<p><b>How To Avoid Random Acts Of AI</b>            Speakers: Katie Linford, Principal Analyst, Forrester</p>	
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<p>1:30 pm – 2:20 pm</p>	<p><b>Guest Keynote: The Human Factor: Activating Resilience, Collaboration, and Curiosity Through Improv</b></p>																
<p>2:20 pm – 2:30 pm</p>	<p><b>Closing Remarks</b></p> <p>Speakers: Dave Frankland, VP, Research Director, Forrester</p>																