



**FORRESTER**

# **B2B Summit North America**

**Phoenix**

**May 3, 2027 – May 5, 2027**

Agenda downloaded: June 03, 2026 12:54:11 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: Steven Casey, 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</p>
5:30 pm – 7:00 pm	<p><b>Welcome Reception Sponsored By Salesforce</b></p>
5:30 pm – 6:30 pm	<p><b>Executive Leadership Exchange (Invite-Only): Welcome Reception And First Networking Opportunity</b></p>

**Monday, Apr 27**

7:00 am – 8:00 am	<p><b>Wellness: Morning Run And Walk</b></p>
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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: Catherine Daubert, Head of Global Marketing, Smart Buildings &amp; Smart Power, ABB 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>10:10am - 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	<p><b>Immersive Experience (Registration Required)</b></p> <p><b>9:00 AM - 10:00 AM</b></p> <p><b>10:15 AM - 11:15 AM</b></p>
9:00 am – 11:00 am	<p><b>Future Leaders Program</b></p> <p><b>Session Details:</b> Speakers: Amy Bills, VP, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester</p>
9:00 am – 11:00 am	<p><b>Workshops</b></p> <p><b>Assess AI Proficiency To Scale AI Success</b> Speakers: Katie Linford, Principal Analyst, Forrester Jessie Johnson, Principal Analyst, Forrester</p> <p><b>Use Market Intelligence To Make Smarter GTM Decisions</b> Speakers: Beth Caplow, VP, Principal Analyst, Forrester Barbara Winters, VP, Principal Analyst, Forrester</p> <p><b>Measure, Message, Influence: A Revenue Enablement Value Playbook</b> Speakers: Peter Ostrow, VP, Principal Analyst, Forrester</p> <p><b>Assess Your GTM Transformation Readiness</b> Speakers: Katie Fabiszak, VP, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester</p> <p><b>Confident Power Moves: Design Through Reorgs, Layoffs, And Change</b> Speakers: Rani Salehi, Principal Analyst, Forrester Vicki Brown, VP, Principal Analyst, Forrester</p>

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> <p>Speakers: George Colony, CEO, Forrester</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

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

Speakers: Spencer Dent, Co-founder &amp; Co-CEO, Clozd 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, Cloudflare

**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 Cybersecurity Marketers Are Using AI For 19X Pipeline ROI With Scalable Content Workflows**

Speakers: Sourabh Kothari, Chief Marketing Officer, Lead2Pipeline Alex Yakubov, Vice President of Marketing, Terra Security Kevin Kerner, CEO &amp; Founder, Mighty &amp; True

**Optimizely: From Technical Debt To Triumph: Epicor's New Digital Foundation**

Speakers: April Henderson, Solution Strategy Director, Optimizely Kelly Greenwalt, Sr. Director of Marketing Operations, Epicor Eddie Rodriguez, Director of Marketing Technology, Epicor

2:45 pm – 3:45 pm

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

Speakers: Maria Chien, VP, Principal Analyst, Forrester Kathy Contreras, 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: Driving Predictable Growth With AI: What Actually Moves The Needle For GTM Teams**

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 Lisa Horner, CMO, AppFolio 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

**Breakout Sessions**

<b>GTM TRANSFORMATION</b>	<b>BUYER &amp; CUSTOMER EXPERIENCE</b>
<p><b>The Future Of Sales And Topline Growth</b> Speakers: Rick Bradberry, Principal Analyst, Forrester</p>	<p><b>Transform DX For The AI-Empowered Buyer</b> Speakers: Renee Irion, Principal Analyst, Forrester</p>
<b>ENGAGEMENT &amp; ACTIVATION</b>	<b>PLANNING &amp; MEASUREMENT</b>
<p><b>Surviving When Your Revenue Process Is Obsolete</b> Speakers: Terry Flaherty, VP, Principal Analyst, Forrester</p>	<p><b>Turning Transparency Into Trust For GTM Growth</b> Speakers: Martin Hasenstrauch, Global Partner Marketing, Siemens Maria Chien, VP, Principal Analyst, Forrester</p>
<b>DATA &amp; INSIGHTS</b>	<b>LEADERSHIP &amp; ORG</b>
<p><b>From Data Silos To A Unified AI Foundation</b> Speakers: Jeff Siegel, Director of Marketing Strategy, Cisco Katie Linford, Principal Analyst, Forrester</p>	<p><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</p>
<b>AI, AGENTS &amp; AUTOMATION</b>	
<p><b>Scaling Content Amid The Swirl Of AI Scrutiny</b> Speakers: Lisa Gately, Principal Analyst, Forrester</p>	

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 Disorder To AI Revenue Orchestration: 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: From Technical Debt To Triumph: Epicor's New Digital Foundation**

Speakers: April Henderson, Solution Strategy Director, Optimizely Eddie Rodriguez, Director of Marketing Technology, Epicor Kelly Greenwalt, Sr. Director of Marketing Operations, Epicor

**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	<b>General Breakfast</b>
8:00 am – 9:15 am	<p><b>Workshops</b></p> <p><b>Designing Messaging And Content For Visibility</b> Speakers: John Buten, Principal Analyst, Forrester Lisa Gately, Principal Analyst, Forrester</p> <p><b>Jumpstarting Your Buying Group Transformation</b> Speakers: Terry Flaherty, VP, Principal Analyst, Forrester Naomi Marr, Principal Analyst, Forrester</p> <p><b>Build A Customer Marketing Charter</b> Speakers: Amy Bills, VP, Principal Analyst, Forrester</p> <p><b>Boost Your Success With AIQ</b> Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p> <p><b>To Insource Or Outsource? That Is The Question.</b> Speakers: Ian Bruce, VP, Principal Analyst, Forrester Nick Buck, VP, Executive Partner, Forrester</p>
8:15 am – 9:15 am	<p><b>Analyst-Led Roundtables</b></p> <p><b>Is Sales Paid Too Much For Too Little?</b> Speakers: Rick Bradberry, Principal Analyst, Forrester</p> <p><b>Reinventing Buyer Personas And Journeys With AI</b> Speakers: Barbara Winters, VP, Principal Analyst, Forrester</p> <p><b>Using AI in Campaign Design and Optimization</b> Speakers: Craig Moore, VP, Principal Analyst, Forrester</p> <p><b>REPEAT: Are Silos Killing Your Customer Experience?</b> Speakers: Cristina De Martini, VP, Research Director, Forrester</p> <p><b>Certification Roundtable: Activating The Modern GTM</b> Speakers: Amy Hayes, VP, Research Director, Forrester</p>

**Tuesday, Apr 28**

8:15 am – 9:15 am	<b>Immersive Experience (Registration Required)</b>  <b>8:15 AM - 9:15 AM   Group A or B</b>
9:15 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: Transforming Content Engagement: From Siloed Systems To Scalable Personalization**

Speakers: Pradeep Dasarathan, Director of Web &amp; Digital Marketing, Cisco

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

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

**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 Maysa Dantas, Marketing Manager, Wolters Kluwer Health 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="315 496 2210 1219"> <tr> <td data-bbox="315 496 1256 555"> <p><b>GTM TRANSFORMATION</b></p> </td> <td data-bbox="1256 496 2210 555"> <p><b>BUYER &amp; CUSTOMER EXPERIENCE</b></p> </td> </tr> <tr> <td data-bbox="315 555 1256 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="1256 555 2210 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="315 660 1256 719"> <p><b>ENGAGEMENT &amp; ACTIVATION</b></p> </td> <td data-bbox="1256 660 2210 719"> <p><b>PLANNING &amp; MEASUREMENT</b></p> </td> </tr> <tr> <td data-bbox="315 719 1256 799"> <p><b>Win Buyer Trust With Proof</b> Speakers: Lisa Gately, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 719 2210 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="315 799 1256 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="1256 799 2210 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="315 1018 1256 1077"> <p><b>AI, AGENTS &amp; AUTOMATION</b></p> </td> <td data-bbox="1256 1018 2210 1219"> </td> </tr> <tr> <td data-bbox="315 1077 1256 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="1256 1077 2210 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 Doolaee, Head of Global Go-to-Market Operations, Qualtrics Bogdan Grigore, SVP Growth Marketing, Dayforce

**pharosIQ: Sophos' Pipeline Acceleration Model: Driving Measurable Impact In One Quarter**

Speakers: Leticia Teston, Marketing Program Manager, Sophos 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 Amanda Shelley, AI Strategy &amp; Transformation Lead for Global Sales and Marketing, Rockwell Automation Marc Monday, GVP AMS Partnerships &amp; Channels, ServiceNow Divya Rajagopalan Ed.D., Vice President, Global Partner Strategy, ServiceNow 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: Rick Bradberry, 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: The New ABM: Agent-Based Marketing and the Future of B2B Growth</b></p> <p>Speakers: Marissa Dacay, Global Vice President of Enterprise Marketing, Adobe Jenny Tobener, Global Vice President, Digital, ServiceNow</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>Forrester’s ASU “Go-To-Market Challenge”</b></p> <p>Speakers: Dave Frankland, VP, Research Director, Forrester John Dietrich, Associate Teaching Professor, Department of Marketing, Arizona State University Thomas Hollmann, Clinical Associate Professor, Department of Marketing, Arizona State University Amy Ostrom, Vice Dean, PetSmart Chair in Services Leadership, and President's Professor, Dean's Office, Arizona State University</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: The Engagement Reset: How Intuit Turns Moments Into Lifetime Value**

Speakers: Ashley Penn, Senior Director, Digital Marketing, Adobe Deepak Gupta, Head of Product Management, MarTech &amp; Customer Data, Intuit

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

Speakers: Eric Agnew, Chief Revenue Officer, Ignitium

**Outreach: How To Operationalize Agentic AI For Your GTM Team**

Speakers: Holly Simmons, CMO, Outreach Toni Eddleman, Sr. Director, Marketing Operations, Outreach Andrea Tucker, VP, Product Marketing, 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 &amp; Partner Marketing, Myriad360 Tina Bean, SVP, Data Products &amp; 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

12:50 pm – 1:20 pm	<b>Breakout Sessions</b>	
	<b>GTM TRANSFORMATION</b>	<b>BUYER &amp; CUSTOMER EXPERIENCE</b>
	<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	<b>Growth Through Try-Before-You-Buy Experiences</b> Speakers: Lisa Singer, VP, Principal Analyst, Forrester
	<b>ENGAGEMENT &amp; ACTIVATION</b>	<b>PLANNING &amp; MEASUREMENT</b>
	<b>How AI Transforms ABM For Sales And Marketing</b> Speakers: Nora Conklin, Principal Analyst, Forrester	<b>Turning Deal Intelligence Into Advantage</b> Speakers: Vicki Brown, VP, Principal Analyst, Forrester
	<b>DATA &amp; INSIGHTS</b>	<b>LEADERSHIP &amp; ORG</b>
	<b>Crank Up Your Leadership Transition Prowess</b> Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester	<b>How To Avoid Random Acts Of AI</b> Speakers: Katie Linford, Principal Analyst, Forrester
1:30 pm – 2:20 pm	<b>Guest Keynote: The Human Factor: Activating Augmentation, Resilience, and Collaboration Through Improv</b>	
2:20 pm – 2:30 pm	<b>Closing Remarks</b>  Speakers: Dave Frankland, VP, Research Director, Forrester	