



FORRESTER®

# CX Forum East

**New York City**

**June 16, 2026 – June 17, 2026**

Agenda downloaded: June 02, 2026 12:48:56 PM ET

## Tuesday, Jun 16

1:00 pm – 6:00 pm EDT	<b>Registration</b>
2:00 pm – 3:00 pm EDT	<b>Workshop: Catalyze Agentic Commerce — How To Move From FOMO To Focus</b>  Speakers: Emily Pfeiffer, Principal Analyst, Forrester Chuck Gahun, Principal Analyst, Forrester
2:00 pm – 3:00 pm EDT	<b>Deep Dive: Improve Your People’s AI And Innovation Readiness With Forrester’s AIQ</b>  Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester
2:00 pm – 4:30 pm EDT	<b>CX Certification: Advance From Journey Mapping To Journey Management</b>  Speakers: Su Doyle, Principal Analyst, Forrester Elisabeth Medaris, Director of Experience & Operations, Forrester Certification, Forrester
2:00 pm – 4:50 pm EDT	<b>The Total Forrester Experience: Executive Challenge (Retail Scenario)   Group 1 - 3</b>  Speakers: Angelina Gennis, Principal Analyst, Forrester  <b>Group 1: 2:00 pm - 2:50 pm</b>  <b>Group 2: 3:00 pm - 3:50 pm</b>  <b>Group 3: 4:00 pm - 4:50 pm</b>
3:00 pm – 3:30 pm EDT	<b>Networking Break</b>
3:30 pm – 4:30 pm EDT	<b>Workshop: Ensure Your Consumer Personalization Vision Is 20/20</b>  Speakers: Zeid Khater, Analyst, Forrester Jessica Liu, Principal Analyst, Forrester
3:30 pm – 4:30 pm EDT	<b>Workshop: Leveraging Key Drivers Of Total Experience: US Health Insurers, 2026</b>  Speakers: Judy Weader, Principal Analyst, Forrester
3:30 pm – 4:30 pm EDT	<b>Deep Dive: Be A Trusted Human Leader In An AI World</b>  Speakers: Katy Tynan, VP, Principal Analyst, Forrester Blake Carter, Head of Change Management, Pepsico

**Tuesday, Jun 16**

4:45 pm – 5:15 pm EDT	<p><b>Case Study Sessions</b></p> <p><b>Clozd: Uncover The “Why” Behind Customer Decisions</b> Speakers: Andrew Peterson, Co-CEO &amp; Co-founder, Clozd</p> <p><b>Cresta: Case Study</b></p> <p><b>TheyDo: How Synchrony Connects Discovery, Delivery And Business Outcomes</b> Speakers: jD Buckley, CX Strategy, Synchrony</p>
5:15 pm – 6:45 pm EDT	<p><b>Welcome Reception Sponsored By Five9</b></p>
7:00 pm – 10:00 pm EDT	<p><b>Executive Leadership Exchange (Invite-Only): A Private, Chef-Curated Executive Dinner</b></p> <p>Speakers: Ron Rogowski, VP, Executive Partner, Forrester Jen Sanning, Executive Partner, Forrester</p>

**Wednesday, Jun 17**

8:00 am – 8:50 am EDT	<p><b>The Total Forrester Experience: Executive Challenge (FI Services Scenario)   Group 4</b></p> <p><b>Group 4: 8:00 - 8:50 AM</b></p>
8:15 am – 9:25 am EDT	<p><b>Executive Leadership Exchange Breakfast (Invite-Only): Peer-Led Executive Tables</b></p> <p>Speakers: Ron Rogowski, VP, Executive Partner, Forrester Jen Sanning, Executive Partner, Forrester</p>
8:15 am – 9:25 am EDT	<p><b>Forrester Women's Leadership Breakfast</b></p> <p>Speakers: Fiona Swerdlow, VP, Research Director, Forrester Emily Collins, VP, Research Director, Forrester Katy Tynan, VP, Principal Analyst, Forrester</p>
8:30 am – 9:30 am EDT	<p><b>Networking Breakfast, featuring Birds of a Feather Tables</b></p>
8:30 am – 9:15 am EDT	<p><b>Concentrix Breakfast Case Study: A Tail of Transformation: From Insights To Action</b></p> <p>Speakers: Kaitlen Elmore, Sr. Director, Voice of the Customer Programs, Concentrix Andy Reiger, Senior Manager, Customer Experience, Hill's Pet Nutrition</p>

**Wednesday, Jun 17**

9:30 am – 9:45 am EDT	<p><b>Welcome Remarks</b></p> <p>Speakers: George Colony, CEO, Forrester Rick Parrish, VP, Research Director, Forrester</p>
9:45 am – 10:10 am EDT	<p><b>Keynote: Maximize Your Total Experience With Forrester’s EX Index</b></p> <p>Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>
10:10 am – 10:30 am EDT	<p><b>Keynote: Forrester’s Total Experience Honor: Celebrating North America’s Best-In-Class</b></p> <p>Speakers: Keith Johnston, VP, Group Director, Forrester</p>
10:35 am – 11:05 am EDT	<p><b>Coffee Break &amp; Networking</b></p>
10:40 am – 11:00 am EDT	<p><b>Get The Most From Forrester</b></p> <p>Speakers: Jenna Wohead, Director, Product Management, Forrester Emily Collins, VP, Research Director, Forrester</p>
10:40 am – 11:05 am EDT	<p><b>Analyst-Led Roundtables</b></p> <p><b>Differentiated B2B CX In An AI Era</b> Speakers: Dave Frankland, VP, Research Director, Forrester</p> <p><b>Consumer Personalization: The Prerequisites For Effective Targeting</b> Speakers: Zeid Khater, Analyst, Forrester</p> <p><b>Agentic AI And The Future of Customer Service</b> Speakers: Max Ball, Principal Analyst, Forrester</p> <p><b>Scaling AI Governance For The Increasingly Automated Enterprise</b> Speakers: Emily Pfeiffer, Principal Analyst, Forrester</p>
10:45 am – 12:45 pm EDT	<p><b>The Total Forrester Experience: Executive Challenge (FI Services Scenario)   Group 5 &amp; 6</b></p> <p><b>Group 5: 10:45 am - 11:35 am (Reserved for ELE)</b></p> <p><b>Group 6: 11:45 am - 12:35 pm</b></p>

**Wednesday, Jun 17**

<p>11:05 am – 11:35 am EDT</p>	<p><b>Breakout Sessions</b></p>	
	<p><b>MAKE YOUR STRATEGY UNMISTAKABLE</b></p>	<p><b>OPERATE ON A FOUNDATION AI CAN'T BUILD</b></p>
	<p><b>Drive Growth With An AI-Powered Total Experience</b> Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester</p>	<p><b>Measure Twice: Lead Change With Better Change Metrics</b> Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p>
	<p><b>DEPLOY TECHNOLOGY WITH INTENT</b></p>	
	<p><b>How To Grow Your Brand's Visibility Across Answer Engines</b> Speakers: Emily Collins, VP, Research Director, Forrester</p>	
<p>11:10 am – 12:10 pm EDT</p>	<p><b>Workshop: Build Your CX ROI Story</b> Speakers: Judy Weader, Principal Analyst, Forrester</p>	
<p>11:50 am – 12:20 pm EDT</p>	<p><b>Breakout Sessions</b></p>	
	<p><b>MAKE YOUR STRATEGY UNMISTAKABLE</b></p>	<p><b>OPERATE ON A FOUNDATION AI CAN'T BUILD</b></p>
	<p><b>Prepare For AI Agents As Your New Target Audience</b> Speakers: Chuck Gahun, Principal Analyst, Forrester</p>	<p><b>Stakeholder Academy: How To turn Skeptics Into Sponsors</b> Speakers: Betsy Summers, Principal Analyst, Forrester</p>
	<p><b>DEPLOY TECHNOLOGY WITH INTENT</b></p>	
	<p><b>What Great Customer Self-Service Looks Like</b> Speakers: Max Ball, Principal Analyst, Forrester Dror Avieli, Managing Director &amp; Vice President, Customer Success, ConsenSys Chris Lettau, Senior Director, Customer Service Platforms, SiriusXM</p>	
<p>12:20 pm – 1:50 pm EDT</p>	<p><b>Networking Lunch</b></p>	
<p>12:30 pm – 1:30 pm EDT</p>	<p><b>Government Lunch</b> Speakers: Colleen Fazio, Senior Analyst, Forrester Rick Parrish, VP, Research Director, Forrester</p>	

Wednesday, Jun 17

<p>12:30 pm – 1:15 pm EDT</p>	<p><b>Lunch &amp; Learn Case Study</b></p> <p><b>Dialpad: Everyone Has AI. Does Yours Coach And Learn?</b> Speakers: Jason Grosso, ABS Kids, Vice President of Information Technology Mike Hayes, AVP of Strategic Sales, Dialpad</p> <p><b>WhatsApp: Conversations At Scale: How WhatsApp + AI Can Help Drive Loyalty Without Inflating Costs</b> Speakers: Tarcisio Ribeiro, Meta, Managing Director of Americas Monetization Partnerships</p>
<p>1:55 pm – 2:15 pm EDT</p>	<p><b>Five9 Keynote: Beyond The Booking: Wyndham’s Playbook For A Hyper-Personalized Guest Experience</b></p> <p>Speakers: Mike Mahar, SVP, Head of Commercial Technology, Digital &amp; Loyalty Products, Wyndham Hotels &amp; Resorts Tony Sorensen, Chief Information Officer, Five9</p>
<p>2:15 pm – 2:35 pm EDT</p>	<p><b>Keynote: Distrust In The Age Of AI</b></p> <p>Speakers: Jess Lloyd, Principal Analyst, Forrester</p>
<p>2:50 pm – 4:40 pm EDT</p>	<p><b>The Total Forrester Experience: Executive Challenge (Automotive Scenario)   Group 7 &amp; 8</b></p> <p><b>Group 7: 2:50 pm - 3:40 pm</b></p> <p><b>Group 8: 3:50 pm - 4:40 pm</b></p>
<p>2:55 pm – 3:40 pm EDT</p>	<p><b>Customer Service Meet Up</b></p> <p>Speakers: Max Ball, Principal Analyst, Forrester Dave Frankland, VP, Research Director, Forrester</p>
<p>2:55 pm – 3:55 pm EDT</p>	<p><b>Workshop: Activate Your CX Ecosystem With Stakeholder Relationships</b></p> <p>Speakers: Su Doyle, Principal Analyst, Forrester</p>

Wednesday, Jun 17

2:55 pm – 3:40 pm  
EDT

**Breakout Sessions**

**MAKE YOUR STRATEGY UNMISTAKABLE**

**How AI Is Reshaping PNC Bank's Total Experience**

Speakers: Mike Proulx, VP, Research Director, Forrester Jenn Garbach, Chief Marketing Officer, PNC Bank

**DEPLOY TECHNOLOGY WITH INTENT**

**Ready, Set, Agentic: How Real Companies Deploy AI With Intent**

Speakers: Gina Bhawalkar, Principal Analyst, Forrester Amy Hu, Chief Marketing and Experience Officer, New York Life Nancy Flowers, Vice President of Customer Experience Strategy and Design, Voya Financial Santosh Gunaseelan, Director of Creative Personalization, Optimization, and Design, Amazon Ads

**OPERATE ON A FOUNDATION AI CAN'T BUILD**

**Dive Deep Into The EX Index: Insights To Boost Your Total Experience Score**

Speakers: David Johnson, Principal Analyst, Forrester

3:40 pm – 4:10 pm  
EDT

**Coffee Break & Networking**

3:45 pm – 4:10 pm  
EDT

**Analyst-Led Roundtables**

**AI & Digital Banking: Innovating Through Subtraction**

Speakers: David Hoffman, VP, Research Director, Forrester

**The Power Of Total Experience**

Speakers: Pete Jacques, Principal Analyst, Forrester

**A Culture-First Mindset For AI Adoption**

Speakers: Betsy Summers, Principal Analyst, Forrester

**Preparing Your Business For Agentic Commerce**

Speakers: Emily Pfeiffer, Principal Analyst, Forrester

4:05 pm – 5:05 pm  
EDT

**Workshop: Successfully Deploy AI-Powered Customer Self-Service**

Speakers: Max Ball, Principal Analyst, Forrester Chuck Gahun, Principal Analyst, Forrester

**Wednesday, Jun 17**

<p>4:10 pm – 4:55 pm EDT</p>	<p><b>Breakout Sessions</b></p> <table border="1"> <tr> <td data-bbox="318 245 1258 304"> <p><b>MAKE YOUR STRATEGY UNMISTAKABLE</b></p> </td> <td data-bbox="1258 245 2199 304"> <p><b>OPERATE ON A FOUNDATION AI CAN'T BUILD</b></p> </td> </tr> <tr> <td data-bbox="318 304 1258 411"> <p><b>Build A CX Strategy That's Unmistakably Yours</b> Speakers: Judy Weader, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 304 2199 411"> <p><b>Build Better Experiences With An AI-Enabled Design Workflow</b> Speakers: Gina Bhawalkar, Principal Analyst, Forrester Caleb Schmidt, Senior Vice President &amp; Head of Enterprise Experience Design, U.S. Bank</p> </td> </tr> <tr> <td data-bbox="318 411 1258 470"> <p><b>DEPLOY TECHNOLOGY WITH INTENT</b></p> </td> <td data-bbox="1258 411 2199 470"></td> </tr> <tr> <td data-bbox="318 470 1258 555"> <p><b>Make Data The Winning Factor For Modern CX Strategy</b> Speakers: Zeid Khater, Analyst, Forrester</p> </td> <td data-bbox="1258 470 2199 555"></td> </tr> </table>	<p><b>MAKE YOUR STRATEGY UNMISTAKABLE</b></p>	<p><b>OPERATE ON A FOUNDATION AI CAN'T BUILD</b></p>	<p><b>Build A CX Strategy That's Unmistakably Yours</b> Speakers: Judy Weader, Principal Analyst, Forrester</p>	<p><b>Build Better Experiences With An AI-Enabled Design Workflow</b> Speakers: Gina Bhawalkar, Principal Analyst, Forrester Caleb Schmidt, Senior Vice President &amp; Head of Enterprise Experience Design, U.S. Bank</p>	<p><b>DEPLOY TECHNOLOGY WITH INTENT</b></p>		<p><b>Make Data The Winning Factor For Modern CX Strategy</b> Speakers: Zeid Khater, Analyst, Forrester</p>	
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<p>5:05 pm – 5:25 pm EDT</p>	<p><b>Keynote: The Human Foundation Of The AI-Powered Enterprise</b></p> <p>Speakers: Colleen Fazio, Senior Analyst, Forrester</p>								
<p>5:25 pm – 5:45 pm EDT</p>	<p><b>Guest Keynote: Working In Harmony With AI</b></p> <p>Speakers: Duncan Wardle, Former Head of Innovation &amp; Creativity, Disney, Lucasfilm, Marvel &amp; Pixar</p>								
<p>5:50 pm – 6:45 pm EDT</p>	<p><b>Reception</b></p>								