



THE
AGE OF THE CUSTOMER
EXECUTIVE SUMMIT
2016

FORRESTER® EVENTS

Agenda

Tuesday, November 1, 2016

3:00 p.m. **Welcome Refreshments**

4:00 p.m. **Opening Keynotes**
Hosted by: George F. Colony, Chairman of the Board and Chief Executive Officer, Forrester
Interview with:
Linda Boff, CMO, GE and Jim Fowler, CIO, GE

6:00 p.m. **Opening Night** *Including reception and dinner.*

7:00 p.m. **Private Screening: “Lo and Behold: Reveries of the Connected World”**
(2016; directed by Werner Herzog)
Introduced by Jim McNeil, Producer and CMO, NETSCOUT

Wednesday, November 2, 2016

7:30 a.m. **Breakfast**

8:30 a.m. **Opening Remarks**
Cliff Condon, Chief Research and Product Officer, Forrester

8:45 a.m. **The Leadership Imperative**
We explore how the age of the customer fundamentally changes expectations, norms, and even personal styles of executive leadership — and how those changes echo throughout the corporate culture.

Interview with:
Timothy Mahoney, CMO, Global Chevrolet and Global GM Marketing Operations Leader, General Motors Company

New research from:
James L. McQuivey, Vice President, Principal Analyst, Forrester
Shar VanBoskirk, Vice President, Principal Analyst, Forrester

10:00 a.m.	Break
10:20 a.m.	Conversations
11:20 a.m.	<p>The Need For Speed How do we keep up with — or even stay ahead — of our customers' accelerating embrace of new technologies, the new expectations they create, and the disruptive business models they empower?</p> <p>Interviews with: Kevin Vasconi, EVP and CIO, Domino's Pizza</p> <p>New research from: Julie Ask, Vice President, Principal Analyst, Forrester Sharyn Leaver, Vice President, Group Director, Forrester</p>
12:40 p.m.	Lunch
1:40 p.m.	<p>From Customer Understanding To Execution We are all awash in customer data — how do we focus on what data is important, how do we convert data into insights, and how do we move rapidly from insights to action?</p> <p>New research from: Anjali Lai, Data Analyst, Forrester Maxie Schmidt-Subramanian, Senior Analyst, Forrester</p> <p>Interview with: Nancy Pearson, Vice President Marketing, Cognitive Business, IBM</p> <p>Panel discussion with: Denise Klapper, Vice President, Global Marketing, DHL Supply Chain Nancy Pearson, Vice President Marketing, Cognitive Business, IBM Clay Stobaugh, Executive Vice President, Chief Marketing Officer, Wiley With Sheryl Pattek, VP, Executive Partner, Forrester</p> <p>Partner presentation by AutoGraph</p>
4:00 p.m.	Break And Activities
6:30 p.m.	Cocktail Reception
7:30 p.m.	Dinner
9:30 p.m.	After Hours

Thursday, November 3, 2016

8:00 a.m. **Coffee & Tea**

8:30 a.m. **Breakfast**

8:45 a.m. **Welcome Back**

9:00 a.m. **Looking Ahead: Forrester's 2017 Predictions**

Join us for a sneak preview of Forrester's forward-looking predictions on key trends and technologies for 2017 and beyond, culled from the best of Forrester's analysts and researchers. Special guests include representatives from selected startups and innovative disruptors.

New Research from:

Carl Doty, Vice President, Group Director, Forrester

Frank E. Gillett, Vice President, Principal Analyst, Forrester

Jeffrey Hammond, Vice President, Principal Analyst, Forrester

Interviews with:

Mark King, President, adidas, North America

Healey Cypher, Co-founder & CEO, Oak Labs

Cecilia Abadie, Senior Customer Success Engineer, Meta

Hosted by: Michael Facemire, VP, Principal Analyst, Forrester

11:00 a.m. **Program Concludes**