



FORRESTER®

B2B Summit North America 2025

Phoenix & Digital

March 31, 2025 – April 3, 2025

Filtered Agenda

Agenda filtered with the following search terms and downloaded: 2025/04/26 02:08:20

Certification: AI

Bold Starts, Mar 31

Tuesday, Apr 1

8:00 am – 9:15 am	<p>Workshops (Pre-Registration Required)</p> <p>Unlock AI’s Full Potential With Forrester’s AIQ Framework Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>	
9:45 am – 10:15 am	<p>Keynote: Introducing Buying Networks: Your Buyers’ New Reality</p> <p>Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester</p>	
11:30 am – 12:00 pm	<p>Breakout Sessions</p>	
	<p>BUILD CUSTOMER TRUST</p> <p>The Future Of B2B Messaging: GenAI-Driven Relevance And Efficiency Speakers: Paul Ferron, VP, Research Director, Forrester</p>	<p>FOSTER INGENUITY AND INNOVATION</p> <p>Your AI Product Strategy: Driving Growth and Customer Outcomes in a Fast-Changing World Speakers: Lisa Singer, VP, Principal Analyst, Forrester Jason Smith, CEO and Cofounder, Klue Inbal Budowski-Tal, Senior Director of AI/ML, Pendo</p>
2:15 pm – 3:00 pm	<p>Breakout Sessions + Ask The Expert</p> <p>FOSTER INGENUITY AND INNOVATION</p> <p>GenAI, Cobots, And Your GTM Team: Where Do Humans Still Fit In? Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Kevin Clemence, Global Leadership Development Leader for GenAI & Digital, GE HealthCare Gail Behun, Head of Revenue Enablement, Headway Jonathan Kvarfordt, Founder, GTM AI Academy</p>	

Wednesday, Apr 2

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

Wednesday, Apr 2

8:15 am – 9:00 am	<p>Analyst-Led Roundtables (Pre-Registration Required)</p> <p>Second Offering: Closing The AI Literacy Gap: Strategies For Advancing GenAI Expertise Speakers: Lisa Gately, Principal Analyst, Forrester</p>					
2:15 pm – 3:00 pm	<p>Breakout Sessions</p> <table border="1" data-bbox="315 395 2199 596"> <tr> <td data-bbox="315 395 1258 448">BUILD CUSTOMER TRUST</td> <td data-bbox="1258 395 2199 448">HARNESS THE POWER OF TECHNOLOGY AND DATA</td> </tr> <tr> <td data-bbox="315 448 1258 596"> <p>Beyond The Hype: Balancing AI Advantages With Human Connection And Trust Speakers: Katie Linford, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 448 2199 596"> <p>Meet Your New Coworkers: What AI Agents Mean For B2B Go-To-Market Teams Speakers: Jessie Johnson, Principal Analyst, Forrester Gretchen Sleeper, Director, Sales AI Catalyst Team, Cisco Toby Carrington, Chief Business Officer, Seismic John A. Hansen, Senior Director, Americas Field Marketing, Iron Mountain</p> </td> </tr> </table>		BUILD CUSTOMER TRUST	HARNESS THE POWER OF TECHNOLOGY AND DATA	<p>Beyond The Hype: Balancing AI Advantages With Human Connection And Trust Speakers: Katie Linford, Principal Analyst, Forrester</p>	<p>Meet Your New Coworkers: What AI Agents Mean For B2B Go-To-Market Teams Speakers: Jessie Johnson, Principal Analyst, Forrester Gretchen Sleeper, Director, Sales AI Catalyst Team, Cisco Toby Carrington, Chief Business Officer, Seismic John A. Hansen, Senior Director, Americas Field Marketing, Iron Mountain</p>
BUILD CUSTOMER TRUST	HARNESS THE POWER OF TECHNOLOGY AND DATA					
<p>Beyond The Hype: Balancing AI Advantages With Human Connection And Trust Speakers: Katie Linford, Principal Analyst, Forrester</p>	<p>Meet Your New Coworkers: What AI Agents Mean For B2B Go-To-Market Teams Speakers: Jessie Johnson, Principal Analyst, Forrester Gretchen Sleeper, Director, Sales AI Catalyst Team, Cisco Toby Carrington, Chief Business Officer, Seismic John A. Hansen, Senior Director, Americas Field Marketing, Iron Mountain</p>					

Thursday, Apr 3

8:15 am – 9:15 am	<p>Certification Wrap-up Breakfast</p> <p>Speakers: Jenna Wohead, Director, Product Management, Forrester</p>					
8:30 am – 9:15 am	<p>Analyst-Led Roundtables (Pre-Registration Required)</p> <p>Leading Change: How To Get People To Want To Do What You Want Them To Do Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p>					
9:30 am – 10:00 am	<p>Keynote: Turn GenAI Possibilities Into Reality</p> <p>Speakers: Lisa Gately, Principal Analyst, Forrester</p>					
11:30 am – 12:00 pm	<p>Breakout Sessions</p> <table border="1" data-bbox="315 1201 2199 1345"> <tr> <td colspan="2" data-bbox="315 1201 2199 1257">HARNESS THE POWER OF TECHNOLOGY AND DATA</td> </tr> <tr> <td colspan="2" data-bbox="315 1257 2199 1345"> <p>Making The Case For Data Investment Speakers: Brett Kahnke, Principal Analyst, Forrester</p> </td> </tr> </table>		HARNESS THE POWER OF TECHNOLOGY AND DATA		<p>Making The Case For Data Investment Speakers: Brett Kahnke, Principal Analyst, Forrester</p>	
HARNESS THE POWER OF TECHNOLOGY AND DATA						
<p>Making The Case For Data Investment Speakers: Brett Kahnke, Principal Analyst, Forrester</p>						