



FORRESTER®

# CX North America 2023

## Nashville & Digital

June 13, 2023 – June 15, 2023

In-person Agenda

Agenda downloaded: 2024/05/19 16:14:46

**Bold Starts: Monday, Jun 12**

2:00 pm – 5:00 pm CDT	<b>ForrWomen Leadership Program: Advancing Women’s Leadership (In-Person Only)</b> Speakers: Katy Tynan, VP, Principal Analyst, Forrester Catherine Beck, VP, Customer Experience & Analytics, Ameriprise Financial Tisha Cole, Director, Customer Insights, Kenvue, part of the Johnson & Johnson Family of Companies Elena Parlatore, Head of Global Consumer Experience, PepsiCo Addie Swartz, CEO, reachHIRE
3:30 pm – 5:00 pm CDT	<b>Certification   Mastering CX Workshop: Hone Your CX Measurement Practice (In-Person Only)</b> Speakers: Su Doyle, Senior Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester
3:30 pm – 4:45 pm CDT	<b>Forrester Workshop Sessions (In-Person Only)</b>  <b>3:30 pm - 4:45 pm   First Look: The US Health Insurers Customer Experience Index, 2023</b> Speakers: Judy Weader, Principal Analyst, Forrester  <b>3:30 pm - 4:45 pm   Driving CX And Trust In Banking: How To Do The Work That Matters Most</b> Speakers: Alyson Clarke, Principal Analyst, Forrester
3:30 pm – 5:30 pm CDT	<b>Analyst Relations Exchange (In-Person Only)</b>  <b>3:30pm-3:45pm   Pre-Forum Coffee &amp; Networking</b>  <b>3:45pm-3:55pm   Welcome and Kick-Off</b> Speakers: Jeff Lash, VP, Global Product Management, Forrester  <b>3:55pm-4:15pm   Forrester Research Strategy and Update</b> Speakers: Sharyn Leaver, Chief Research Officer, Forrester  <b>4:15pm-4:45pm   Forrester’s Research Methodology And Insights For High-Tech &amp; Service Providers</b> Speakers: Danielle Jessee, Director, Evaluative Research, Forrester  <b>4:45pm-5:00pm   Q&amp;A With Forrester Executives</b>  <b>5:00pm-5:30pm   Private Reception With Forrester Analysts</b>
5:00 pm – 6:00 pm CDT	<b>Welcome Reception (In-Person Only)</b>

**Bold Starts: Monday, Jun 12**

5:30 pm – 7:00 pm CDT	<b>Executive Leadership Exchange (Invite-Only): Networking Reception</b>
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**Tuesday, Jun 13**

8:15 am – 9:15 am CDT	<b>General Breakfast</b>
9:15 am – 9:30 am CDT	<b>Opening Remarks</b> Speakers: George Colony, CEO, Forrester
9:35 am – 10:05 am CDT	<b>Keynote: Supercharge Your Customer-Obsessed Growth Engine</b> Speakers: Melissa Parrish, VP, Group Director, Forrester
10:10 am – 10:40 am CDT	<b>Guest Keynote: How A US National Retail Chain Delivers On Customer Obsession</b> Speakers: Rob Mills, EVP and Chief Digital, Strategy and Technology Officer, Tractor Supply Company
11:00 am – 11:30 am CDT	<b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b>  <b>11:05 am CDT - MessageGears: Doing More With Less: Making Your Tech Stack Work For You, Not Against You</b> Speakers: Will Devlin, VP Marketing, MessageGears  <b>11:05 am CDT - Tethr: Empower Agents to Navigate Faster, Easier Customer Conversations</b> Speakers: Dean Cruse, VP of Marketing, Tethr  <b>11:20 am CDT - LiveVox: Your Agent Desktop Doesn't Have To Be A Mess</b> Speakers: Nick Bandy, CMO, LiveVox  <b>11:20 am CDT - Zeta: How Transparency Improves Trust in AI</b> Speakers: William (Bill) Sears, GVP Solutions, Zeta
11:00 am – 11:30 am CDT	<b>11:00-11:30 AM   Coffee Chats: Customer 360 has me running in circles!</b> Speakers: Brandon Purcell, VP, Principal Analyst, Forrester

Tuesday, Jun 13

11:30 am – 12:00 pm  
CDT**Breakout Sessions**

LEADERSHIP DURING TURBULENT TIMES	BOLD STRATEGIES PERPETUATE SUCCESS	CREATIVITY-POWERED COMMERCE
<b>What Customer-Obsessed Leaders Do Differently</b> Speakers: Katy Tynan, VP, Principal Analyst, Forrester	<b>Why Bother Being Bold?</b> Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester	<b>The Rise of Creative Commerce: Move From The Moment of Purchase To The Commerce Experience</b> Speakers: Jay Pattisall, VP, Principal Analyst, Forrester
CUSTOMER-OBSESSED MARKETING	DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE	DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE
<b>Manage Brand Growth In An Economic Downturn</b> Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester	<b>Creativity And Dynamism Must Power Your Digital Strategy</b> Speakers: Peter Wannemacher, Principal Analyst, Forrester	<b>How To Deliver Personalization That Your Customers Really Want</b> Speakers: Jessica Liu, Principal Analyst, Forrester
SPECIAL SESSION	INDUSTRY MEETUP: GOVERNMENT	
<b>Culture Shapes Consumers: 5 Forces CMOs Should Track</b> Speakers: Audrey Chee-Read, Principal Analyst, Forrester	<b>Assumptions Are Kryptonite To Your CX Strategy.</b> Speakers: Colleen Fazio, Senior Analyst, Forrester	

Tuesday, Jun 13

12:10 pm – 12:40 pm  
CDT

### Case Study Sessions (In-Person Only)

#### **Acxiom: Cx for Consumers in Various Life Stages: Using Analytics to Guide Financial Planning Strategies**

Speakers: Dean Westervelt, VP, Analytics Industry Strategist - Insurance & Healthcare, Acxiom Frances Wang, Director of Foresight & Trends, Marketing Analytics & Insights, Prudential

#### **Aisera: ChatGPT and Generative AI for Customer Experience**

Speakers: Aneel Jaeel, AI advisor and former SVP of CX, McAfee Puru Amradkar, CTO, Aisera

#### **Amdocs: Drive digital adoption that sticks**

Speakers: Smadar Kirstein, Head of Marketing, Digital Experience Enablement,, Amdocs

#### **Forsta: The Evolution of Erie Insurance's VoC Program**

Speakers: , ,

#### **FullStory: How Kimberly-Clark Drives Continuous Improvement with Better Insights**

Speakers: Andy Ford, Global Head of Product Design, Kimberly Clark Darren Kennedy, SVP Customer Experience, FullStory

#### **InMoment: Launching a Data-Driven B2B CX Program With onsemi**

Speakers: Jim Katzman, Principal CX Strategy & Enablement, InMoment April Nishimura, Head of Global Customer and Employee Experience, onsemi

#### **Medallia: How Albertsons Is Using Technology & CX Strategy to Win Customers' Hearts and Minds**

Speakers: Henrik Christensen, Senior Director of Customer and Marketing Intelligence, Albertsons Companies

#### **Microsoft: Transform customer experience with next-generation AI**

Speakers: Seth Patton, General Manager, Microsoft Customer and Employee Experience Solutions, Microsoft

12:40 pm – 1:45 pm  
CDT

### Lunch & Marketplace

#### **1:00 pm CDT | CX Index Spotlight: Why CSAT isn't enough**

Speakers: Jane Lo, Sr. Analyst, CX Index, TL, Forrester

**Tuesday, Jun 13**12:40 pm – 1:45 pm  
CDT**Lunch & Learn Sessions (In-Person Only)****KPMG: New research drop: How to break marketing/sales silos**

Speakers: Bret Sanford-Chung, Managing Director, U.S. Customer Advisory, KPMG LLP

**Qualtrics: Transform your CX with human-centric digital experience**

Speakers: Sachin Goregaoker, Head of Product, XM for Customer Frontline Digital, Qualtrics Mitch Rosenbaum, SVP of Marketing and Digital Services, Credit Union of Colorado

12:40 pm – 1:45 pm  
CDT**Executive Leadership Exchange (Invite-Only): Exclusive Lunch (featuring Analyst-Led Topic Tables)**

Speakers: Ron Rogowski, VP, Executive Partner, Forrester

Tuesday, Jun 13

1:45 pm – 2:15 pm  
CDT**Breakout Sessions****LEADERSHIP DURING TURBULENT TIMES****Build A Better Listening Strategy To Inspire And Enable Your Employees**

Speakers: David Johnson, Principal Analyst, Forrester

**BOLD STRATEGIES PERPETUATE SUCCESS****Putting Your Bold Strategy Into Action**

Speakers: Su Doyle, Senior Analyst, Forrester Angelina Gennis, Senior Analyst, Forrester

**CREATIVITY-POWERED COMMERCE****Shoppable Everywhere: Tapping Into Commerce-Enabled Content**

Speakers: Kelsey Chickering, Principal Analyst, Forrester Saeyoung Cho, Chief Strategy Officer, Captiv8 Allysun Lundy, VP, Retail Media Strategy, Publicis Commerce

**CUSTOMER-OBSSESSED MARKETING****The CMO's Role In Driving Customer Obsession**

Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester

**DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE****Use Your Digital Engine To Anticipate Your Customers' Needs and Delivery Their Next Best Experience**

Speakers: Julie Ask, Vice President, Principal Analyst, Forrester

**DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE****When "More Data" Isn't Enough: Building A Data Strategy**

Speakers: Stephanie Liu, Senior Analyst, Forrester

**SPECIAL SESSION****Panel: Forrester's 2023 Customer-Obsessed Leadership Award Winners (In-Person Only)**

Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester Aarthi Murali, Chief Customer Experience Officer, M&amp;T Bank Elizabeth Killinger, Executive Vice President, NRG Home, NRG ENERGY Amy Summy, EVP, Chief Marketing Officer, and Head of Consumer Business , Labcorp

**INDUSTRY MEETUP: B2B**

Tuesday, Jun 13

2:25 pm – 2:55 pm  
CDT

**Case Study Sessions (In-Person Only)**

**CallMiner: Transform Your CX with Smart Agent Behavior**

Speakers: Kyle Carter, Co-Founder, Zenylitics M.J. Johnson, Sr Director of Product Marketing , CallMiner

**CloudBlue: Leveraging Digital Ecosystems to Empower your Customers**

Speakers: Jess Warrington, General Manager, North America, CloudeBlue

**IBM: Taking a Customer-Led Approach to Business Transformation**

Speakers: Tom Williams, EVP and Chief Experience Officer, Discount Tire John Kenwood, Client Partner, IBM Consulting

**KPMG: Show me the money: The power of CX-investment**

Speakers: Jason Galloway, Principal, U.S. Customer Advisory COE Lead, KPMG LLP Swetha Kumar, Managing Director, U.S. Customer Advisory, KPMG LLP

**Qualtrics: Leveraging AI for Enterprise Transformation**

Speakers: Koren Stucki, VP, Omnichannel CX Strategy, Qualtrics

**Rightpoint: GM: Transforming Experiences In and Outside the Vehicle**

Speakers: Donald Chesnut, Chief Experience Officer, GM Bill Thompson, Head of Mobility, Rightpoint

**TheyDo: The ROI of Journey Management**

Speakers: Florian Vollmer, Service Design Director, NCR Jochem van der Veer, CEO, TheyDo

**Verint: How Vans Leverages Untapped CX Technology to Connect Silos**

Speakers: Elaine Frazier, Senior Manager, Site Experience and Optimization, Vans

3:05 pm – 4:05 pm  
CDT

**Certification | Create Great Employee Experience At Your Organization (In-Person Only)**

Speakers: David Johnson, Principal Analyst, Forrester



Tuesday, Jun 13

3:05 pm – 3:35 pm  
CDT**Breakout Sessions****LEADERSHIP DURING TURBULENT TIMES****Harness The Power Of Culture Energy To Build Long-Term Resiliency**

Speakers: Angelina Gennis, Senior Analyst, Forrester

**BOLD STRATEGIES PERPETUATE SUCCESS****Panel: Align Your Functions To Your Bold Strategy (In-Person Only)**

Speakers: Eric Epstein, VP, Executive Partner, Forrester Jen Sanning, Executive Partner, Forrester Judy Weader, Principal Analyst, Forrester Peter Wannemacher, Principal Analyst, Forrester

**CREATIVITY-POWERED COMMERCE****Data Clean Rooms For Commerce**

Speakers: Tina Moffett, Principal Analyst, Forrester

**CUSTOMER-OBSESSED MARKETING****CMOs Get Tucked: The Rise Of The Chief “Something” Officer**

Speakers: Mike Proulx, VP, Research Director, Forrester Richard Sanderson, Marketing, Sales &amp; Communications Practice Leader, Spencer Stuart

**DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE****Async Messaging: The Ultimate Customer-Led Service Channel for a Digital-First World**

Speakers: Christina McAllister, Senior Analyst, Forrester

**DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE****The Revival and Impact of Segmentation**

Speakers: Zeid Khater, Analyst, Forrester

**INDUSTRY MEETUP: FINANCIAL SERVICES****Overcoming Obstacles To Accelerate Your CX Transformation**

Speakers: Alyson Clarke, Principal Analyst, Forrester

Tuesday, Jun 13

3:35 pm – 4:20 pm CDT	<b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b>  <b>3:40 pm CDT - BlastX Consulting: How Brooks Running Harness Zero-Party Data, the New Currency that Fuels Customer Loyalty</b> Speakers: Brian McIntosh, Chief Consulting Officer, BlastX Consulting  <b>3:40 pm CDT - Optimizely: Saying your Goodbyes to Google Optimize</b> Speakers: Dejean Brown, Principal Product Evangelists, Optimizely  <b>3:55 pm CDT - Deluxe: The First Mover Advantage with Deluxe's Trigger Marketing</b> Speakers: John Tracy, Vice President, Deluxe  <b>3:55 pm CDT - Khoros: From Chaos to Khoros</b> Speakers: Lans Crauer, Senior Business Value Consultant, Khoros  <b>4:10 pm CDT - HCLSoftware: Discover how HCLSoftware Leverages Big Data to Improve the Customer Experience</b> Speakers: Preston Harris, Discover CTO, HCLSoftware  <b>4:10 pm CDT - Sendoso: Impeccable Experience: The Power of Clever Gifting</b> Speakers: Cassie Sneed, Senior Manager of Customer Marketing, Reputation Austin Sandmeyer, Customer Lifecycle Manager, Sendoso
3:35 pm – 4:20 pm CDT	<b>3:45-4:15 PM   Coffee Chats: ChatGPT will steal your job.</b> Speakers: Mike Proulx, VP, Research Director, Forrester
3:35 pm – 4:20 pm CDT	<b>Executive Leadership Exchange (Invite-Only): PepsiCo: A Taste of the Consumer Journey</b> Speakers: Melissa Parrish, VP, Group Director, Forrester Elena Parlatore, Head of Global Consumer Experience, PepsiCo
4:25 pm – 4:55 pm CDT	<b>Keynote: The Right Leader For Turbulent Times</b> Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester
5:00 pm – 5:30 pm CDT	<b>Keynote Interview: Forrester's 2023 Customer-Obsessed Enterprise Award Winner</b> Speakers: Keith Johnston, VP, Group Director, Forrester Jennie Weber, Chief Marketing Officer, Best Buy David Nygaard, President of Omnichannel Home/Services Operations/Sales, Best Buy
5:30 pm – 5:35 pm CDT	<b>Closing Remarks</b>

**Tuesday, Jun 13**

5:35 pm – 6:35 pm CDT	<b>Reception</b>
6:30 pm – 8:00 pm CDT	<b>Executive Leadership Exchange (Invite-Only): Exclusive Dinner</b> Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester

**Wednesday, Jun 14**

8:30 am – 9:30 am CDT	<b>Forrester Majestic Guest Breakfast (Invite Only)</b> Speakers: Keith Johnston, VP, Group Director, Forrester Collin Colburn, Senior Analyst, Forrester
8:30 am – 9:30 am CDT	<b>General Breakfast</b>
9:30 am – 9:40 am CDT	<b>Welcome Back</b> Speakers: Rick Parrish, VP, Research Director, Forrester
9:40 am – 10:10 am CDT	<b>Keynote: What To Do About The Coming Collapse Of The Customer Lifecycle</b> Speakers: Brandon Purcell, VP, Principal Analyst, Forrester
10:15 am – 10:45 am CDT	<b>Keynote Panel: Create Digital Experiences That Drive Results</b> Speakers: Emily Collins, VP, Research Director, Forrester Andy Ford, Global Head of Product Design, Kimberly Clark Darren Kennedy, SVP Customer Experience, FullStory

**Wednesday, Jun 14**

10:50 am – 11:35 am  
CDT

**Marketplace Coffee Break & Networking (In-Person Only)****10:55 am CDT - FullStory: Uncovering Pivotal Insights Powered by Digital Experience Intelligence**

Speakers: Addison Price, Sr. Manager, Sales Engineering, FullStory

**10:55 am CDT - NICE: Humanized AI-driven CX Powered by Generative AI**

Speakers: Josh Barber, Principal Solution Engineer, NICE

**11:10 am CDT - CSG: Ignite CX with Industry Specific Pre-Built Customer Journeys**

Speakers: Brandon Sailors, Vice President, CX Strategic Accounts, CSG

**11:10 am CDT - InMoment: Turn Customer Feedback Into Informed Business Decisions**

Speakers: Barry Nayback, Senior Solutions Consultant, InMoment

**11:25 am CDT - IBM: Trends in Managed Marketing Services: Outsourcing for Success**

Speakers: Kristen Conner, Customer Transformation BPO Practice Leader, Americas, IBM Consulting

**11:25 am CDT - Medallia Spotlight Session**

10:50 am – 11:35 am  
CDT

**Executive Leadership Exchange (Invite-Only): Q&A with Customer-Obsessed Leadership Winners**

Speakers: Carrie Johnson, Chief Product Officer, Forrester Amy Summy, EVP, Chief Marketing Officer, and Head of Consumer Business , Labcorp Suzie Dieth, CXO, NRG Energy Jennie Weber, Chief Marketing Officer, Best Buy

Wednesday, Jun 14

11:35 am – 12:05 pm  
CDT**Breakout Sessions****LEADERSHIP DURING TURBULENT TIMES****Accelerate Your Transformation Efforts With Insights-Driven Leadership**

Speakers: Kim Herrington, Senior Analyst, Forrester

**BOLD STRATEGIES PERPETUATE SUCCESS****It Is 2050: Your Website Is Deserted (Start Adapting Your Digital Touchpoint Strategy Today)**

Speakers: Fiona Swerdlow, VP, Research Director, Forrester Julie Ask, Vice President, Principal Analyst, Forrester Joe Stanhope, VP, Principal Analyst, Forrester Jessica Liu, Principal Analyst, Forrester Stephanie Liu, Senior Analyst, Forrester

**CREATIVITY-POWERED COMMERCE****Generative AI Meets Commerce: Use Cases And Watch Outs (In-Person Only)**

Speakers: Mike Proulx, VP, Research Director, Forrester Jay Pattisall, VP, Principal Analyst, Forrester Brandon Purcell, VP, Principal Analyst, Forrester

**CUSTOMER-OBSSESSED MARKETING****From Mania To Mastery: Maximize Retail Media's Revenue Impact**

Speakers: Nikhil Lai, Senior Analyst, Forrester

**DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE****Designing The More Human Future Of Human-Machine Interaction**

Speakers: David Truog, VP, Principal Analyst, Forrester

**DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE****(How To) Balance Your Customer And Business Metrics to Drive CX Impact**

Speakers: Pete Jacques, Principal Analyst, Forrester

**BOLD STRATEGIES PERPETUATE SUCCESS****Case Study: Bold Matters, Even When You Don't Have To Compete To Win**

Speakers: Colleen Fazio, Senior Analyst, Forrester Anthony (Tony) G. Wilhelm, Ph.D., Director, Performance, Risk and Social Science Office, NOAA Federal Kristina Coppennoll Mandrelle, Manager, Retail Customer Experience Design , Consumer Energy

**INDUSTRY MEETUP: HEALTHCARE****Make the case for improving healthcare CX!**

Speakers: Judy Weader, Principal Analyst, Forrester

**Wednesday, Jun 14**12:10 pm – 12:40 pm  
CDT**Case Study Sessions (In-Person Only)****Bloomfire: Single Source of Truth: Empowering a Distributed Workforce with Digital Knowledge Management Tools**

Speakers: Chelle Swanson, Lead Service Training Specialist, Ameritas Dan Stradtman, CMO, Bloomfire

**Coveo: How H&R Block uses AI to deliver personalized, end-to-end customer experiences**

Speakers: Jay Farrington, Information Technology Manager, H&amp;R Block Juanita Olguin, Sr. Director Marketing, Coveo

**CSG: Mastering CX ROI Beyond Traditional MarTech Limits**

Speakers: Mark Smith, SVP of Customer Experience, CSG Kent Lemon, Senior Vice President and Head of Contact Center Customer Engagement, US Bank

**KPMG: The Evolution to CLV 2.0**

Speakers: Timothy Collins, Director, U.S. Customer Advisory, KPMG LLP

**Quantum Metric Case Study: Tropical Smoothie Cafe's secret to optimizing your mobile experience, faster**

Speakers: Braden Turner, Vice President Product Management, Tropical Smoothie Cafe

**Reltio: From aspirations to reality: fueling your CX strategy with connected data**

Speakers: Aurore Wu, Vice President Product Marketing, Reltio

**Reputation: Revolutionize Your Brand: Master Customer Feedback's Power!**

Speakers: Molly Lynch, Chief Communications Officer, VillageMD

12:40 pm – 1:45 pm  
CDT**Lunch & Marketplace Break (In-Person Only)****1:00 pm CDT - CX Index Spotlight: Make the Case for Investing in CX**

Speakers: Jane Lo, Sr. Analyst, CX Index, TL, Forrester

Wednesday, Jun 14

12:40 pm – 1:45 pm  
CDT

### Lunch & Learn Sessions (In-Person Only)

#### Lunch & Learn with FullStory: CX Best Practices: Understand what customers REALLY want

Speakers: Genevieve Jooste, Signature Customer Success Director, FullStory

#### Lunch & Learn with Medallia: Using Conversation Intelligence to drive CX strategy, insights, and action

Speakers: Kelly Speer, Manager of Speech Analytics, AAA-The Auto Club Group Lauren Taylor, VP Product Marketing, Medallia

12:40 pm – 1:45 pm  
CDT

### Executive Leadership Exchange (Invite-Only): Exclusive Lunch – Analyst-Led Topic Tables

Speakers: Ron Rogowski, VP, Executive Partner, Forrester Jen Sanning, Executive Partner, Forrester

1:45 pm – 2:15 pm  
CDT

### Breakout Sessions

#### LEADERSHIP DURING TURBULENT TIMES

##### Earning Excellence: How Managers Can Inspire And Enable Sustained Excellence

Speakers: Jonathan Roberts, Senior Analyst, Forrester

#### BOLD STRATEGIES PERPETUATE SUCCESS

##### Case Study: How To Be Bold In A Highly-Regulated Industry (In-Person Only)

Speakers: Alyson Clarke, Principal Analyst, Forrester Catherine Beck, VP, Customer Experience & Analytics, Ameriprise Financial

#### CREATIVITY-POWERED COMMERCE

##### Create Differentiated Purchase Experiences With The Help Of Commerce Services Partners

Speakers: Ted Schadler, VP, Principal Analyst, Forrester

#### CUSTOMER-OBSESSED MARKETING

##### TikTok Made Me Buy It: Winning Over The Creator-Led Consumer

Speakers: Kelsey Chickering, Principal Analyst, Forrester Adrienne Lahens, Global Head of Operations , TikTok

#### DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE

##### Empathy In Digital Experiences Isn't Easy — But It's Critical

Speakers: Senem Guler Biyikli, Analyst, Forrester Gina Bhawalkar, Principal Analyst, Forrester

#### DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE

##### The Future Of Voice Of The Customer Programs

Speakers: Colleen Fazio, Senior Analyst, Forrester

#### SPECIAL SESSION

##### Mastering CX Workshop: Hone Your CX Measurement Practice

Speakers: Su Doyle, Senior Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester

Wednesday, Jun 14

2:20 pm – 2:50 pm  
CDT

**Case Study Sessions (In-Person Only)**

**Alchemer: Malwarebytes -- From Survey Tool to Enterprise Feedback Platform with Alchemer**

Speakers: Ryan Tamminga, SVP Product and Services, Alchemer Jean Chapin, Sr Director Customer Experience, Malwarebytes Diane Beaudet, Sr. Manager of Customer Lifecycle Marketing, Malwarebytes

**Bounteous: Delivering a World Class Dining Experience**

Speakers: Dave Harris, CIO, Shake Shack Michael McLaren, President, North America, Bounteous

**eGain: Harnessing Generative AI for CX and EX: A Practical Approach**

Speakers: Arvind Gopal, VP of Product Management, eGain

**Forethought: How iFit Leverages AI to Revolutionize Customer Support**

Speakers: Dustin Auman, Operations Manager, iFit Ryan Van Wagoner, Senior Director, Product Marketing, Forethought

**How Mailchimp Transforms CX with FullStory**

Speakers: Rachel Shelby, CX Tools Strategist, Mailchimp Emily Walker, Manager Premier Customer Success, FullStory

**Medallia: CVS Health: Activating a culture of customer centricity to create more meaningful customer interactions**

Speakers: Srikant Narasimhan, VP of Enterprise Customer Experience, CVS health

**Qualtrics: Empower Your Frontlines: Make Every Customer Interaction Matter**

Speakers: Manisha Powar, Head of Product, XM for Customer Frontline, Qualtrics Angie Bloyer, Enterprise Speech Analytics Manager, American Family Insurance



**Wednesday, Jun 14**

2:55 pm – 3:40 pm CDT	<b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b>  <b>3:00 pm CDT - CloudBlue: How XaaS marketplaces drive customer retention.</b> Speakers: Devina Yadav Baker, Global Head of Solutions Engineering, CloudBlue  <b>3:00 pm CDT - Qualtrics: Using Omnichannel Data to Connect the Dots Between Customers and Employees</b> Speakers: Ellen Loeshelle, Director of Product Management, Qualtrics  <b>3:15 pm CDT - KPMG: Prioritizing CX Investments: KPMG's Customer Value Scenario Toolset</b> Speakers: Timothy Collins, Director, U.S. Customer Advisory, KPMG LLP  <b>3:15 pm CDT - Microsoft: Maximize seller and agent productivity to transform CX</b> Speakers: Edgar Wilson II, Principal Program Manager, Microsoft  <b>3:30 pm CDT - Alchemer Workflow – The Fastest, Easiest Most Effective Way to Act on Feedback</b> Speakers: Ryan Tamminga, SVP Product and Services, Alchemer
3:00 pm – 3:30 pm CDT	<b>Coffee Chats: Privacy &amp; Marketing: Hurdle? Opportunity? Both?</b> Speakers: Stephanie Liu, Senior Analyst, Forrester
3:40 pm – 4:10 pm CDT	<b>Guest Keynote Panel: Unlocking The Power Of Purpose to Drive Customer Experience Innovation At Voya Financial</b> Speakers: Mike Proulx, VP, Research Director, Forrester Jessica Saperstein, Chief Customer Experience Officer, Voya Financial Tom Armstrong, Head of the Voya Behavioral Finance Institute for Innovation, Voya Financial
4:15 pm – 4:50 pm CDT	<b>Guest Keynote: How Ford Motor Company Aligns BX, DX and CX to Deliver Bold Solutions</b> Speakers: Keith Johnston, VP, Group Director, Forrester Jim Azzouz, Executive Director, Global CX Products & Customer Relations , Ford Motor Company Jon Cook, CEO, VMLY&R
4:50 pm – 5:50 pm CDT	<b>Reception</b>
5:50 pm – 7:05 pm CDT	<b>Special Entertainment With Country Artist, John King</b>

Thursday, Jun 15

8:30 am – 9:30 am  
CDT**General Breakfast**9:30 am – 10:00 am  
CDT**Breakout Sessions****LEADERSHIP DURING TURBULENT TIMES****Five Reasons You're Not Coaching Effectively**Speakers: Betsy Summers, Principal Analyst,  
Forrester**CREATIVITY-POWERED COMMERCE****Design Responsible Commerce Experiences**Speakers: Gina Bhawalkar, Principal Analyst,  
Forrester**CUSTOMER-OBSESSED MARKETING****Bang For Your Buck: Marketing Strategies  
That Grow Business Value**Speakers: Tina Moffett, Principal Analyst,  
Forrester**DIGITAL OPERATIONS: HARMONIZE THE  
TOTAL BRAND EXPERIENCE****Find The Common Ground Between Digital  
Design And Agile Frameworks**

Speakers: AJ Joplin, Senior Analyst, Forrester

**DATA, INSIGHTS, AND TECH FOR THE  
EVOLVING CUSTOMER LIFECYCLE****Integrating Experience Data For Actionable  
Customer Insights**Speakers: Rich Saunders, Senior Analyst,  
Forrester**SPECIAL SESSION****The (Not So) New Normal: CX Index 2023  
Year In Review**Speakers: Jane Lo, Sr. Analyst, CX Index, TL,  
Forrester

## Thursday, Jun 15

10:05 am – 10:35 am  
CDT

**Case Study Sessions (In-Person Only)****How SmileDirectClub Uses Ada to Power Omnichannel CX**

Speakers: Nathan Dawson, Senior Director of Global Customer Care Technology , SmileDirectClub Jim Monroe, Chief Customer Officer, Ada Support Inc

**ASAPP: Transforming Contact Centers with Generative AI**

Speakers: Gustavo Sapoznik, Founder and Chief Executive Officer, ASAPP

**Concentrix: What Hill's Pet Nutrition Achieved One Year After CX NA**

Speakers: Kaitlen Elmore, Sr. Director, Voice of the Customer Programs, Concentrix Christy Borrowman, Digital Transformation and CX, Hill's Pet

**NICE: AI-First CCaaS: Conversational AI for Enhanced Insurance Servicing**

Speakers: Elda Helc, Regional VP, Strategic Sales, Omilia Shai Zorea, Digital Contacts Solution Consultant Director, PwC

**Thematic: Scale or Fail: Atlassian's Mission to Empower Customers and Product Teams Through Infinite Feedback Loops**

Speakers: Mick Stapleton, Customer Feedback Operations & Analytics, Atlassian

10:35 am – 11:10 am  
CDT

**Marketplace Coffee Break & Networking**

10:35 am – 11:10 am  
CDT

**10:40-11:10 AM | Coffee Chats: I'm done with NPS.**

Speakers: Pete Jacques, Principal Analyst, Forrester

Thursday, Jun 15

11:15 am – 11:45 am  
CDT**Breakout Sessions****LEADERSHIP DURING TURBULENT TIMES****Partnership Is The New Leadership (In-Person Only)**

Speakers: Katy Tynan, VP, Principal Analyst, Forrester  
 Laura Irvin Magniet, Global Customer Experience Manager, Caterpillar  
 Debra Nelson, Sr. Organizational Development Consultant, Caterpillar  
 Keith Thach, Enterprise Solutions Architect, Caterpillar

**BOLD STRATEGIES PERPETUATE SUCCESS****Being Your Own Bold Self**

Speakers: Jonathan Roberts, Senior Analyst, Forrester  
 Betsy Summers, Principal Analyst, Forrester

**CREATIVITY-POWERED COMMERCE****Unleash Creativity With Technology Built To Deliver Unique Commerce Experiences**

Speakers: Chuck Gahun, Principal Analyst, Forrester  
 Joe Cicman, Principal Analyst, Forrester

**CUSTOMER-OBSESSED MARKETING****Straight From The CMO: Bold Takeaways From CX North America 2023 (In-Person Only)**

Speakers: Jen Sanning, Executive Partner, Forrester  
 Lawrence Montgomery, Chief Marketing Officer, Baptist Health  
 Peggy Byrd, Chief Marketing Officer, Boston Globe Media  
 Reed Smith, Ardent Health, Chief Consumer Officer

**DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE****Conduct User Research At A Digital Pace**

Speakers: AJ Joplin, Senior Analyst, Forrester

**DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE****Build A Technology Flywheel To Accelerate Customer Engagement**

Speakers: Joe Stanhope, VP, Principal Analyst, Forrester

11:55 am – 12:25 pm  
CDT**Keynote: Customer Obsession For When The Going Gets Tough**

Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester

12:25 pm – 12:30 pm  
CDT**Closing Remarks**

Speakers: Rick Parrish, VP, Research Director, Forrester