

FORRESTER® EVENTS

B2B MARKETING 2016

October 18–19, 2016 | Trump National Doral Miami | #FORRB2B

October 18-19 | Trump National Doral Hotel | Miami, Florida

Attendee List – Alphabetical By Company

Company	Title
#SocialSelling	Chief Evangelist and Startup Advisor
3Cinteractive Corp.	VP Marketing
3M	CRM & Global Mktg Mgr
3M	Digital Marketing Senior Manager
3M	Global eHub Manager
Akamai Technologies	Senior Manager, Global Consumer & Enterprise Marketing
Allegient	Customer Marketing Manager
Allego	CMO
Allego	President and Co-Founder
Allego	VP, Business Development
Allego	VP, Sales
AMG Funds	Director, Content Marketing Strategy
Analytic Partners	Executive Vice President
Appirio	Sr Manager, Marketing CRM
Arke Systems	VP, Strategy
Arrow Electronics	Vice President, Corporate Marketing and Communications
Assurant	VP, Corporate Marketing
BillerudKorsnas AB	CIO
BlueCross and BlueShield of South Carolina	Product Development Manager
Bomgar	Director of Online Marketing
Bomgar	Director of Product Marketing
Border States Industries, Inc.	Digital Strategy
BP3	Director of Product and Marketing
Brainshark	CMO
Brainshark	Sales Engineer
Brainshark	VP Sales, East Region

Brainshark	VP, Corporate Marketing
Brierley & Partners	SVP, Client Services
Calabrio Software	Marketing Automation & Digital Manager
Calabrio Software	Senior Demand Generation Manager
Calabrio Software	senior manager of corporate communications
Capital City Bank	Chief Brand Officer
Cardinal Health Inc.	Director, Digital Campaign Management
Cardinal Health Inc.	Director, Marketing and Product Management
Cardinal Health Inc.	Director, Product Services Marketing
Cardinal Health Inc.	VP, Marketing Services
Career Education Corp.	B2B Marketing Manager - CTU
Certain	CMO
Certain	Corporate Account Executive
Certain	Technical Consultant
Certain	VP, Alliances & Channels — Certain
Certain Inc.	CMO
Cherwell Software	Digital Marketing Manager
ClearSlide	Product Marketing Manager
ClearSlide	Senior Director, Product Marketing
ClearSlide	VP Marketing & Business Development
Cleo	VP, Marketing
CloudCraze, LLC.	Director of Product Marketing
Columbus Collaboratory	Director of Product Innovation
Conversica	SVP CMO
Corning	Head of Digital Communications
Corporate Visions	Director, Product Marketing and Sales Enablement
Creuna	CMO
Criteo	Marketing Manager
Dairy Farmers of America	Director - Center of Excellence
Demandbase, Inc.	Enterprise Sales Director
Demandbase, Inc.	Marketing and Events
Demandbase, Inc.	RVP, Advertising - West
Demandbase, Inc.	Sr. Manager, Product Marketing
Digital Defense	President & CEO
DocuSign	CMO
Eaton Corp.	VP Sales Operations
EMC	VP, Global Accounts Marketing
eOriginal, Inc.	Director of Marketing

Essendant	VP, Marketing & Digital Services
EtQ	Account Representative
Exel Logistics (division of DHL, America)	Director Marketing
EXL	Senior Manager, Marketing
ExxonMobil Global Services Company	IT Business Architect
Fonds de Solidarite FTQ	Senior Marketing Advisor, Market Analysis and Development
FPX	Account Executive
FPX	Account Executive
FPX	Chief Executive Officer
FPX	Content Marketing Strategist
FPX	Marketing Communications Manager
FPX	Sales Engineer
Full Circle Insights	Corporate Sales and Partnerships
Full Circle Insights	President and CEO
Full Circle Insights	Product Marketing Manager
Full Circle Insights	Vice President, Head of Marketing
Google	Head of Global Sales Enablement, Google Cloud Platform
Grant Thornton International	Marketing Senior Associate
Group M	Director of Marketing Integration and Client Development
GroupBy Inc.	CEO
GroupBy Inc.	Chief Customer Officer
GroupM	Director of Marketing
Hewlett Packard Enterprise	Senior Director
Highspot Inc.	VP of Marketing
HootSuite Media	Vp, Customer Support
Hotelbeds Group S.L.U	Beds Online Marketing Manager
Hotelbeds Group S.L.U	Marketing & Comms Director
Hughes Network Systems	Sr. Director, Enterprise Solutions
Hyster-Yale Group	Manager Digital Media
IBM	Insight Cloud Services / Weather Company, Industry Solutions Analyst Relati
ICLP	Head of ICLP Channel Strategy
ICLP	Regional Director, Americas
Identity Automation	Chief Marketing Officer
IdentityMind	Marketing
Imaginatik	Senior Marketing Manager

Impetus Technologies, Inc.	VP, Marketing
IMS Health Inc.	Product Marketing
InComm	Manager, Market Insight & Research
InComm	Senior Director Corporate Marketing
inContact, Inc.	CMO
Index Exchange	Marketing Strategy
Index Exchange	Senior Director of Marketing
InRule Technology	Director, Marketing
InRule Technology	Marketing Manager
InsideView Technologies, Inc.	Analyst Relations Manager
InsideView Technologies, Inc.	CMO
InsideView Technologies, Inc.	Customer Success Manager
InsideView Technologies, Inc.	Director of Sales
InsideView Technologies, Inc.	Enterprise Account Executive
InsideView Technologies, Inc.	Sales Development Representative
InsideView Technologies, Inc.	Sales Enablement Director
Insight Enterprises	Sr. Manager Marketing
Insite Software	VP, Customer Growth Services
Integrate	CMO
Integrate	CPO
Intel Corp.	Director, Customer Engagement & Environments
JLL	Marketing Director
Kaiser Foundation Hospitals	Director, digital planning & strategy
Kapost	CSM
Kapost	SVP Sales
Kapost	VP Marketing
Kofax, Inc	Enablement Program Manager
Land O'Lakes	Digital Marketing Manager
Landor Associates	Executive Director Research and Analytics
Launchmetrics	CMO
Leadspace	Director, Enterprise Sales
Lenovo (United States) Inc.	Senior Manager Digital Marketing
LinkedIn	Account Executive
LinkedIn	Customer Marketing, Sales Solutions
LinkedIn	Head of Enterprise Sales
LinkedIn	Marketing Specialist
Lityx	CEO
Lyons Consulting Group Inc.	Marketing Director
Mainstream Technologies	Director of Marketing
Mainstream Technologies	President

Manhattan Associates	VP, Americas Marketing & Global Marketing Operations
Marketstar Corp.	Director of Channel Marketing
Mechanica	Brand Director
Mediafly	Business Development & Sales
Mediafly	Business Development Specialist
Mediafly	CEO
Mediafly	CFO & COO
Mediafly	Operations Coordinator
MFS Investment Management	VP, Director Global Market Research & Strategy
Mintigo	Director of Sales
Mintigo	Director of Sales
Mintigo	Director of Sales
Mintigo	SVP of Sales
Mission Data	CEO
Mission Data	SVP Digital Strategy
Mission Data	VP of Marketing & Business Development
MU/DAI	Manager, Account Services
Neoris	CMO
Neoris	Head of Global Communications & PR NEORIS
NETGEAR	VP Commercial Sales, Americas
Newgistics	VP of Marketing
NGAM Advisors	AVP, Marketing
NICE Systems	Analyst Relations Program Manager
NICE Systems	Director of Corporate Communications
NICE Systems Ltd.	Director Enterprise Portfolio Marketing
North Highland	Principal
North Plains Systems Corp.	CMO
N-tara	COO
Ntara, Inc.	Vice President Account Services
Nuance Communications	Senior Director of Marketing
Office Depot	Director of Ecommerce
Office Depot	Director, B2B Marketing
Office Depot	Director, Omni-Channel Strategy
Office Depot, Inc.	Director, Merchandising Business Intelligence
OFS PORTAL LLC	MARKETING MANAGER
Ohio Farmers Insurance Company (Westfield)	Marketing Strategy Leader

Oracle	Application Sales Representative
Oracle	Director of Product Marketing
Oracle	Director, Analysts Relations
Oracle	Sr. Product Marketing Manager
Oracle	VP, Product Management
Oracle (HQ)	Director Analyst Relations
Oracle Marketing Cloud	Group Vice President, Customer Success
Orchestra	Chief Marketing Officer
P.C. Pitstop	Director of Marketing
People First Productivity Solutions	President
Pivot3	Senior Manager - Demand Generation
Planview	VP Marketing
PossibleNOW	Director of Product Marketing
PROPHIX Software	Director Marketing
Purolator	e-Commerce Manager
R.R. Donnelley & Sons Company	Marketing Manager
Radial	Head of Strategy & Transformation
RadiumOne	Director, Product Marketing
Radius Intelligence Inc.	Marketing Director
Razorfish	Managing Director, Razorfish Commerce
Razorfish	Marketing
Razorfish	Sr. BD Director
Razorfish	Sr. Director, Commerce Strategist
Red Classic Transportation Services, LLC	Marketing Manager
Revenew, Inc	Director of Marketing
Revenew, Inc	Director, Product Solutions
Rich Products Corp.	Manager, ERP Systems & Application Support
Robin	Founder
Rocket Fuel	Senior Director, Enablement
Salesforce.com	Market strategy Specialist
salesforce.com, inc.	Manager, Market Strategy
salesforce.com, inc.	Senior Director, Product Marketing
Salsify	Head of Marketing Communications
Salsify	VP of Marketing
SAP Hybris	Analyst Relations Director Hybris
SaskTel	Director, Sales (Operations)
SaskTel	PRINCIPAL ENTERPRISE ARCHITECT
SAVO Group	Head of Product and Strategy
SimpliVity	Senior Product Marketing Manager

SITA Information Networking Computing UK Ltd.	SVP Sales & Marketing
Sitecore	Director of Global Sales Enablement
Sitecore	Sr. Director, Global Analyst Relations
Sitecore	Vice President, Strategic Engagement
Siteworx	Director, Commerce Solutions, Client Services
Siteworx	Director, Digital Strategy, Consulting Services
Siteworx	Executive Vice President, Strategic Accounts, Chief Officers
Siteworx	Managing Partner, Client Services
Siteworx	Marketing Director
Siteworx	President & CEO
Siteworx	Vice President, Content & Commerce Solutions
SmarterHQ	Director of Marketing
SOASTA	VP Product Marketing
Softtek Integration Systems	SVP of Marketing
Solidify	President & CEO
Solstice	Marketing Strategist
Solstice	Senior Product Consultant
SolutionsIQ	Managing Director
Spectrum	Executive Vice President, Spectrum
Spotlight Analyst Relations	Analyst Specialist
Spotlight Analyst Relations	Client Partner
Spotlight Analyst Relations	Managing Partner
SproutLoud	President
SproutLoud	Vice President of Channel Marketing
Steelhouse Inc	Director, Training & Education Programs
Sun Life	Product Marketing Director
Sundog	CSO
Sungard Availability Services	Senior Regional Marketing Manager
SunPower Corp.	Commercial Marketing Manager
Synthesio	CMO
T. Rowe Price	Head of US Intermediaries Marketing
Tahzoo	Chief Marketing Technologist
Tenable Network Security, Inc.	Channel Marketing Associate
Tenable Network Security, Inc.	Director of Channel Sales & Sales Enablement
The Travelers Indemnity Company	VP Enterprise Digital Marketing

The Weather Company - an IBM Company	Vice President, Global Business Solutions Marketing
TIBCO	Director of Demand Generation
TransUnion, LLC & Subsidiaries	VP, Global Communications
Tripwlr	Senior Director of Marketing
TrustRadius	VP Marketing
Tyco Electronics Corporation	Director, Marketing Insights
Ultimate Software	Director, Direct Marketing
VaporStream	CMO
Vaporstream	CMO
Vendmore	Founder and Head of
Vendmore	Global Account Director
Vendmore	Key Account Manager, North America
Verint Systems, Inc.	Senior Channel Marketing Specialist
Verizon Communications Inc.	Database Marketing Manager
Verizon Wireless	Director - Marketing at Verizon Wireless
Vertex	Director of Marketing
Vidyard	CMO
Wave Corp	President
Westmeath Global Communications	Founder and President
Willis Towers Watson Delaware	Director, HR Software Marketing
WillowTree	VP of Marketing
Yesware	CEO
Yesware	Events & Marketing Programs Coordinator
Yesware	Sales Consultant
Yesware	Sales Consultant
Yesware	VP of Sales
Zift Solutions	CEO
Zoetis	Director of Digital (Canada & Latin America)
Zoetis	Director, Digital
Zoetis	Sr. Manager, Digital Marketing