



Gary Clark Jr. To Headline Forrester's 2024 B2B Summit North America

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B2B Summit is the must-attend event for B2B marketing, sales, and product leaders and their teams to drive cross-functional alignment and growth

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Feb. 22, 2024-- [Forrester](#) (Nasdaq: FORR) today announced that award-winning R&B musician Gary Clark Jr. will perform live at Forrester's [B2B Summit North America](#), taking place in Austin, Texas, on May 5–8, 2024. B2B Summit North America will present the latest research, best practices, and client stories to help B2B marketing, sales, and product leaders and their teams accelerate growth through cross-functional alignment.

Featuring more than 100 sessions from analysts and thought leaders, B2B Summit North America will also explore how B2B leaders can deliver unique customer and buyer-centric experiences, including navigating shifting buying behaviors and harnessing data, technology, and generative AI to achieve business outcomes. The event also offers opportunities to engage with Forrester analysts and connect with peers.

A virtuoso guitarist, songwriter, and singer who blends multiple genres in his artistry, Austin native Gary Clark Jr. received his first Grammy Award for "Best Traditional R&B Performance" for "Please Come Home" from his debut album *Blak and Blu*. Clark's 2019 album, *This Land*, secured three additional Grammy Awards. Clark has collaborated with numerous musical icons, made stadium appearances supporting the Rolling Stones, and performed at the White House. Clark will release his fourth album, *JPEG RAW*, in March 2024 via Warner Records.

"Gary Clark Jr. unifies audiences — and leading musical icons — around his unique blend of genres," said Lisa Riley, senior vice president of global events at Forrester. "At this year's B2B Summit North America, Gary Clark Jr. will serve as an inspiration to B2B leaders looking to unify their strategy, technology, and operations around customers. B2B Summit North America is known for delivering a well-rounded experience to its attendees that fosters learning, sharing, and community-building in a fun and supportive environment. We are excited to have Gary Clark Jr., one of Austin's own, join us at this year's Summit to deliver yet another exceptional experience to our attendees."

Resources:

- [Learn more](#) about what to expect at B2B Summit North America.
- [Register](#) to attend B2B Summit North America.
- Follow [@Forrester](#) and [#ForrB2BSummit](#) for updates.

About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We help leaders across technology, customer experience, digital, marketing, sales, and product functions use customer obsession to accelerate growth. Through Forrester's proprietary research, consulting, and events, leaders from around the globe are empowered to be bold at work — to navigate change and put their customers at the center of their leadership, strategy, and operations. Our unique insights are grounded in annual surveys of more than 700,000 consumers, business leaders, and technology leaders worldwide; rigorous and objective research methodologies, including Forrester Wave™ evaluations; more than 100 million real-time feedback votes; and the shared wisdom of our clients. To learn more, visit [Forrester.com](#).

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