



Forrester Announces 2024 B2B Return On Integration Honorees And Program Of The Year Award Winners For North America

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At B2B Summit North America, the leading event for B2B marketing, sales, and product leaders, award recipients will share how cross-functional alignment is fueling their company's growth

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Apr. 4, 2024-- Forrester (Nasdaq: FORR) will recognize [Verizon Business](#), [DDI](#), and [ADP](#) as the 2024 recipients of its B2B Return On Integration (ROI) Honors at [B2B Summit North America](#), taking place May 5–8, 2024, in Austin, Texas. These organizations will be recognized for delivering impactful customer experiences (CX) and driving company performance through cross-functional alignment across marketing, sales, and product. Forrester will also honor this year's B2B Program Of The Year (POY) Award winners for implementing customer-focused strategies within specific marketing, sales, and product functions.

B2B Summit North America is the leading event for B2B marketing, sales, and product leaders to explore new research, frameworks, and best practices to [build their growth agenda](#) and accelerate business outcomes through data, insights, and emerging technologies. At this year's B2B Summit, award winners will outline how they have enhanced operational efficiency, grown revenue, and launched initiatives that maximize customer value.

Forrester's 2024 B2B ROI Honors winners include:

- **Verizon Business**, one of the world's leading telecom companies, co-created an AI-backed selling and real-time marketing ecosystem to optimize sales flows. In this [keynote session](#), learn how Verizon Business' cross-functional initiative has increased sellers' productivity, enhanced marketing loyalty and growth program agility, and improved the company's win and attach rates.

"Incorporating emerging technologies to optimize sales and marketing processes for our B2B products and solutions enabled Verizon Business to deliver a better experience for our customers while driving productivity for our marketers and sellers," said Nitin Ahuja, Senior Director of Technology Strategy at Verizon Business. "Working with advanced technology providers, we co-created an innovative sales and marketing ecosystem that ensures a real-time, personalized customer experience."

- **DDI**, a global leadership development company, executed a company-wide transformation by resetting its go-to-market strategy to focus on buyer needs. Learn in this [keynote session](#) how DDI's transformation has helped the company overachieve its growth objectives, deliver a better customer experience for clients, and build a stronger employee culture.

"Alignment across key functions was critical to shifting our strategy to refocus on buyer needs," said Gina Dickson, chief product and marketing officer at DDI. "By centralizing our focus on the customer, breaking down silos, restructuring our product, sales, and marketing teams, and implementing a high-performance culture, we have not only increased our revenue and profitability but are also ensuring recurring revenue stability year over year."

- **ADP**, a leading global technology company providing human capital management solutions, saw an opportunity to double down on its focus on elevating the client experience through the launch of a new sales initiative. Learn more in this [keynote session](#) about how ADP's efforts are driving both greater efficiency and experience enhancement.

"Our sales teams are laser-focused on the client experience, continuously looking for ways to enhance the offerings and implementation experience we provide," said Neel Shah, vice president of commercial operations at ADP. "In working with Forrester, we have leveled up on our approach by building a cross-functional organization that is dialed into the client's holistic needs. This comprehensive approach is driving efficiency and productivity and enabling us to design client offerings that are tailored to their specific needs."

Forrester's 2024 B2B POY winners include the following companies. Each will share their success stories on stage at B2B Summit North America:

- **HCLTech** — *B2B Marketing Executives Award Winner*. HCLTech will share its journey of how it transformed not only its brand but also its digital, employee, client, and prospect experiences.
- **SheerID** — *Demand & Account-Based Marketing Award Winner*. SheerID will discuss how a major transformation in its revenue process has fundamentally changed how sales and marketing work together.
- **TE Connectivity** — *Portfolio Marketing Award Winner*. TE Connectivity will detail its transformation from product-centric to solutions-based marketing, focusing on buyer needs and challenges.
- **Splunk, a Cisco company** — *Partner Ecosystem Marketing Award Winner*. Splunk will share how its Splunk Partnerverse program has reduced program complexity, provided digital experience transparency, and filled a gap in change

management for the business.

- **Border States** — *Revenue Operations Award Winner*. Border States will outline how it built a marketing organization charter and implemented a new marketing planning process that allows marketing to be included in the company's business planning cycle.
- **Penske** — *Sales Award Winner*. Penske will discuss the lessons it has learned in reimagining its sales rewards and target-setting methodology.
- **New York Power Authority (NYPA)** — *Product Management Award Winner*. NYPA will share how the organization transformed its product decision-making approach to allow for greater customer focus.
- **Domo** — *Customer Engagement Award Winner*. Domo will show how it centralized customer engagement to deepen customer connections, drive product adoption, influence pipeline, and increase customer advocacy.

"This year's B2B Return On Integration Honorees and Program Of The Year Award winners are shining examples of how dedicated alignment across marketing, sales, and product functions can accelerate business growth," said Cristina De Martini, VP and research director at Forrester. "These award-winning organizations are each executing strategies that prioritize customer needs and experiences. We look forward to having these companies share their success stories at B2B Summit North America."

Forrester further announced today that Geraldine Tunnell, chief marketing officer of Dell Technologies, will serve as keynote speaker at this year's B2B Summit North America. To give back to the Austin community and help prepare the next generation of B2B marketers, Forrester is also partnering with the University of Texas at Austin to support the career advancement of students majoring in marketing at the university's McCombs School of Business. Students will receive complimentary passes to attend B2B Summit North America and access to Forrester analysts for on-site networking and mentorship. Additionally, Raji Srinivasan, Jack R. Crosby Regents Chair in Business Administration at the University of Texas at Austin, will participate in a fireside chat as part of the Forrester Women's Leadership Program.

Resources:

- Follow [@Forrester](#) and #ForrB2BSummit for updates.
- Learn more about Forrester's 2024 B2B [Return On Integration Honors](#) and [Program Of The Year Award](#) winners.
- [Visit here](#) to discover previous Forrester B2B Marketing, Sales & Product Awards winners.
- Explore [Forrester Decisions for B2B Marketing Executives](#), [Forrester Decisions for B2B Sales](#), and [Forrester Decisions for Product Management](#).

About Forrester

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