



## Forrester Research Announces Its Inaugural Asia Pacific CMO + CIO Summits

July 22, 2015

*CMOs and CIOs must partner to identify and pursue opportunities enabled by digital technologies in the age of the customer*

SINGAPORE--(BUSINESS WIRE)--Jul. 21, 2015-- [Forrester Research, Inc.](#) (Nasdaq: FORR) today announced a series of CMO and CIO Summits for Asia Pacific 2015 in Singapore, Sydney and Mumbai. For the first time in Asia Pacific, these summits will focus on the needs of both CMOs and CIOs, who must work together to lead their organizations in identifying and mobilizing against the opportunities enabled by digital technologies in the age of the customer.

"The partnership between marketing and technology departments is critical for companies to gain a deep understanding of the emerging customer life cycle – new behaviors and expectations enabled by digital technologies," says Dane Anderson, Forrester Research Vice-President, Region Manager and Research Director, Asia Pacific. "Forrester's regional Summits will offer insight and tools to help CMOs and CIOs bringing their core capabilities together to collaborate and grow their business by winning, serving, and retaining customers."

The Summit in Mumbai will also feature the official launch the [2015 Forrester Research Customer Experience Index](#) for India. Forrester's CX Index™ is the market's leading customer experience measurement and decision tool. The CX Index gives companies the ability to measure the quality of their customers' experience and connect those measures to actions and results, as well as compare their CX performance within and across industries. Forrester will also launch its CX Index for Australia at its Summit for Marketing Leaders in Sydney on September 15.

Keynote speakers at the Asia Pacific CMO+CIO Summits include:

- [Pankaj Batra](#), Chief Marketing Officer, Home Service, Pizza Hut Asia Franchise (Singapore)
- [Timothy Lee](#), Vice President of Global Strategy, Head of Greater China, Singapore Post eCommerce (Singapore)
- [Jenny Williams](#), Chief Marketing Officer, Hospitals Contribution Fund (Sydney)
- [Kajal Ghose](#), Chief General Manager, State Bank of India (Mumbai)
- [Sudhir Kanvinde](#), CIO, IL&FS Transportation Networks Limited (Mumbai)

### About Forrester's 2015 Summits in Asia Pacific:

Summit	Date	Summit Host
CMO+CIO SINGAPORE 2015 Summit <a href="http://forr.com/cmocio15sing">http://forr.com/cmocio15sing</a>	September 2, 2015	<a href="#">Dane Anderson</a> , Vice President, Research Director & Region Manager, Forrester Research
CMO+CIO SYDNEY 2015 Summit <a href="http://forr.com/cmocio15au">http://forr.com/cmocio15au</a>	September 16, 2015	<a href="#">John Brand</a> , Vice President, Advisor, Serving CIO Professionals, Forrester Research
CMO+CIO MUMBAI 2015 Summit <a href="http://forr.com/cmocio15in">http://forr.com/cmocio15in</a>	September 22, 2015	<a href="#">Ashutosh Sharma</a> , Vice President, Research Director, Forrester Research

The CMO+CIO Summits in Asia Pacific are supported by ITMA, CMO Innovation and Enterprise Innovation in Singapore, Rimini Street, AirWatch by VMware, Squiz, SugarCRM, CMO Australia and Marketing Magazine in Australia, as well as Tata Communications, AirWatch by VMware and Firstpost in India.

### About Forrester Research

Forrester Research (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Forrester's unique insights are grounded in annual surveys of more than 500,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients. Through proprietary research, data, custom consulting, exclusive executive peer groups, and events, the Forrester experience is about a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organizations.

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