

MartechNEXT

Progress MartechNEXT Event Guide

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The Progress MartechNEXT Event-at-a-Glance

Dates/Times:

Sitefinity Customer Day – October 7, 2025, 12:10 p.m. – 4:40 p.m. Progress MartechNEXT - October 8–9, 2025, 9:00 a.m. – 5:00 p.m. each day

Location:

Ironworks, 25 Larimer Street, Denver, CO 80204

Event URL:

https://www.progress.com/events/progress-martechnext

What is MartechNEXT?

MartechNEXT is Progress's premier event for marketing technology leaders, innovators, and practitioners. Held in Denver, this two-day experience brings together the biggest and best minds in digital strategy, AI, content and customer experience to explore the future of marketing technology.

From keynote insights to hands-on sessions and silent area sessions, MartechNEXT dives deep into the tools, trends and transformations shaping modern marketing. Whether you're a strategist, technologist, or storyteller, you'll leave with actionable ideas, fresh perspectives and a stronger network.

This year's theme?

The Autonomous Era - where AI, automation, and human creativity converge to redefine how brands connect, convert and grow.



Meet The Speakers



Neil PatelFounder & CEO
NP Digital

A New York Times bestselling author, blogger, and Angel Investor, with 19 years of experience in digital marketing.

Neil has co-founded NPDigital and analytics companies like Crazy Egg, Hello Bar, and KISSmetrics, helping businesses worldwide.



Juan Mendoza *Founder & CEO*The Martech
Weekly

CEO of a global media company read in 65+ countries. A leading martech researcher, tracking global trends in marketing, data, and technology.

Founder of the TMW 100 awards and hosts the Martech World Forum.



Elizabeth Edwards Founder & President Volume PR

Internationally recognized communication strategist, keynote speaker, and Civil Discourse activist.

Founder of Volume PR, Engagement Science Lab, and the Civil Influence Institute.



Frans Riemersma Founder Martech Tribe

Leading marketing technologist, author, and lecturer, ranked the #10 martech influencer in Europe and #1 in the Netherlands.

Frans has built stacks for brands like HP, Adidas, IKEA, and co-publishes the Martech Map and State of Martech Report.



Mallory RussellContent
Marketing
Strategist

An award-winning content marketing strategist who has led global teams at Square and Change.org

A former journalist at *Advertising Age* and *Business Insider*, she also worked at leading San Francisco ad agencies.



Stephania Varalli Founder StrateStory

Entrepreneur and storytelling strategist with a career spanning media, business, and thought leadership.

She founded Sweetspot.ca, transformed Women of Influence into a national brand, and now helps leaders craft narratives that inspire and resonate.





Derek Barka CTO SilverTech

CTO at SilverTech, guiding clients in using data and digital platforms to solve business challenges and build customer relationships.

A Kentico MVP and Sitefinity Champion, he's a martech leader with deep expertise in cloud, architecture, and secure digital ecosystems.



Scott Snowden Founder & CEO Flywheel

Combining curiosity and determination to engineer creative solutions that help clients stand out.

Scott focuses on asking the right questions and understanding each client's market context to design technology that drives leadership.



Michael Doaud *President & CEO*Visus

Founder and CEO of Visus, a digital experience consultancy delivering solutions that elevate customer experiences, streamline operations, and drive growth.

A Progress Sitefinity Certified Premium Partner.



Sujal RajuPresident & CEO
Enqbator

A respected leader and innovator in web, mobile, and digital experience technologies, advising top brands on AI, SEO, CMS, and security.

With deep technical creativity, he has helped companies realize their digital potential and was an early pioneer of user-friendly content management systems in healthcare.



Matt Anness Director american eagle.com

Director of Digital Strategy and Solution Engineering, aligning technology with business goals delivering innovative, results-driven strategies.

Has led projects for the Green Bay Packers, ADA, & RGA, helping streamline digital experiences and drive growth.



Lino TadrosFounder & CEO
Tahubu

Executive and technical expert in Al, ML, and IoT, leading cross-functional teams to deliver award-winning enterprise solutions and strategic roadmaps.

A Microsoft Regional Director, board member, and advisor, helping to shape the global IT landscape.





Kevin HouriganPresident & CoFounder
Spinutech

A seasoned leader at the intersection of technology, marketing, and strategy, earning honors like Technology Leader of the Year and Marketer of the Year.

Leads a national digital marketing and web development agency with 120+ team members.



Hristiyan DimovHead of
Competence
Siili Solutions

Digital transformation consultant with 20+ years of experience turning complex business challenges into scalable technology solutions.

Focused on platform-based ecosystems that drive impact through human-centred design.



Karen Steele Founder & Fractional CMO Steele-Alloy

A global marketing leader with 30+ years of experience scaling high-growth companies and iconic brands.

A former CMO and executive she now serves as a Fractional CMO helping early-stage companies drive growth and revenue.



Bill RogersFounder & CEO
ai12z

Entrepreneur and technologist who founded Ektron, one of the first SaaS web content management platforms, later merged into Optimizely.

Co-founded Orbita, and has led multiple ventures across Al, digital signal processing, and robotics.



Scott BrinkerFounder & VP
ChiefMartec

"Godfather of martech," author of *Hacking Marketing* and *The New Automation Mindset*.

Founded chiefmartec, co-founded the MarTech Conference, and spent 14 years shaping the martech landscape, Martec's Law, and agile marketing.



Nick Goodrum
Sr. Director of
Accessibility
american
eagle.com

With 15 years of experience in accessibility and front-end development and a Certified Professional in Web Accessibility, Nick has led major surveys, partnered with disability communities, and educated Fortune 500s and governments.





Gianna Neri Sitefinity Practice Lead american eagle.com

With 11+ years at Americaneagle.com, Gianna is a Sitefinity expert who helps brands like the Green Bay Packers and Cintas optimize digital experiences through user-focused solutions.



The Agenda

Day 1 – Wednesday, October 8, 2025

Time Session, Speaker and Abstract

8:00 a.m. – 9:00 a.m. Registration & Refreshments

9:00 a.m. - 9:05 a.m. Welcome & Introduction

9:05 a.m. - 9:55 a.m. The NEXT Marketing Challenge: Al and Its Impact on Modern Marketing

Neil Patel

Al is reshaping every stage of the marketing funnel and your MarTech strategy. Neil explores how to decode "liquid intent," unify CDPs, automation, and conversational Al for

personalization at scale, and apply predictive models to boost conversions.

10:00 a.m. - 10:30 a.m. Your Next Marketing Channel is an Al Agent

Bill Rogers

The landing page isn't dead, but it's no longer enough. As AI reshapes expectations, brands must evolve from static pages to intelligent, real-time interactions. Bill explores how AI agents are redefining digital engagement, from product discovery to support,

and why they represent the next big shift in marketing.

10:35 a.m. - 11:05 a.m. Designing Market Systems That Make Al Work: Strategy First, Tools Second

Karen Steele

Karen shows how to design Al-ready systems by defining success metrics, mapping journeys Al can interpret, and creating feedback loops that drive ROI. Discover the emerging role of the Marketing Engineer, blending strategy, data, and revenue thinking

to unlock Al's real value.

11:10 a.m. - 11:40 a.m. Human-Centered by Design: Elevating Digital Journeys with Empathy and Al

Proven Alliance Panel Discussion

What makes a digital experience truly meaningful? Learn more on how to align purpose, authenticity, and user needs. From personas and journey mapping to Al-enabled insights and UX strategy, discover how to craft secure, scalable, and lasting experiences

that build loyalty and drive impact.

11:45 a.m. - 12:15 p.m. Transforming Michigan's Third Circuit Court Website Search with Al & Machine

Learning

Sujal Raju

Discover how AI transformed search at Michigan's largest circuit court, the Third Judicial Court. Sujal covers semantic vs. keyword search, improving relevance for courtroom info, forms, and dockets, as well as AI-powered chatbots and reminders that streamline

inquiries and hearings.

12:15 p.m. 1:30 p.m. Lunch

1:35 p.m. - 2:05 p.m. The DXP Delusion: How Modern Marketers Really Build Digital Experiences

Derek Barka

Amazon, Netflix, and Spotify set the standard for digital experiences—and they don't rely on monolithic DXPs. This session explores why leading marketers turn to composable ecosystems that unite CMS, CDP, CRM, and marketing automation to stay agile, deliver personalized experiences, and adapt fast.



2:10 p.m. - 2:40 p.m. Swim Fast, Load Faster: The Tech Behind USA Swimming's Olympic Surge Michael Daoud

When USA Swimming's site crashed under Olympic Trials traffic, a digital overhaul became essential. Join Michael Daoud, CEO of Visus, to see how Sitefinity, .NET Core, Azure, and autoscaling transformed performance for the 2024 Olympics. Ensuring millions of visitors experienced seamless, reliable engagement and setting a new standard for digital excellence in sports.

2:45 p.m. - 3:15 p.m.

Blueprints for Digital Dominance: Manufacturing's Digital Experience Revolution Hristiyan Dimov

Hyristian shares lessons from building web presence and self-service platforms for global manufacturing leaders including Terex, SSAB, and Wärtsilä, spanning heavy machinery, steel, and sustainable energy. Learn how these digital transformations improved engagement, streamlined operations, and supported growth in complex, global industries.

3:15 p.m. - 3:30 p.m. **Break**

3:30 p.m. - 4:00 p.m. Panavision -Lights, Camera, Conversion: Delivering a Blockbuster Digital Experience

Kevin Hourigan

When cinema icon Panavision needed a digital presence worthy of its legacy, it turned to Spinutech. Kevin reveals how a Sitefinity-powered transformation delivered cinematic design, fast performance, and SEO-driven architecture, by balancing creativity and technical excellence while empowering global teams with scalable, author-friendly tools.

4:05 p.m. - 4:35 p.m. From Chaos to Clarity: Real-World Portal Power Moves

Derek Barka

See how midmarket and enterprise organizations use modern DXPs to build secure, scalable portals that solve mission-critical challenges. From intranets to customer portals, Derek shares real use cases, highlighting how UX, integrations, and smart planning drive real results.

4:40 p.m. - 5:00 p.m.

The Fifth Wave: Navigating the Next Generation of Martech Juan Mendoza

Martech is entering its Fifth Generation: the Autonomous Era, where Al agents and agentic workflows reshape how decisions are made. Join Juan Mendoza, CEO of The Martech Weekly, as he explores the five generations of Martech, global insights, and the critical question for brands: if machines take the wheel, how do marketers stay in control?

5:10 p.m. - 6:00 p.m.

Reception & Networking



The Agenda

Day 2 - Thursday, October 9, 2025

Time Session, Speaker & Abstract

8:00 a.m. - 9:00 a.m.

9:00 a.m. - 9:05 a.m. Welcome & Introduction

9:05 a.m. - 9:55 a.m. Mind-Blown: The Shocking Science of Communication & Change

Elizabeth Edwards

In today's noisy, competitive world, how do you create communication that truly connects? Merging neuroscience, psychology, and behavioral science with marketing, Elizabeth reveals how to cut through cognitive overload, influence decision-making, and engage both the conscious and non-conscious mind. Explore how to turn messages into meaningful connections that

convert.

10:00 a.m. - 10:30 a.m. Strategic Storytelling: The Missing Link Between Your Message & Its

Impact

Stefania Varalli

Your brand knows its story, but does your audience? Story Strategist Stephania Varalli shows B2B leaders how to align messaging and storytelling to avoid disjointed experiences. You'll learn how to embed your value proposition across every touchpoint, build trust, and create content that

resonates, converts, and endures.

10:35 a.m. - 11:05 a.m. Beyond Compliance: How Accessibility Supercharges Digital Growth

Nick Goodrum

Accessibility is more than compliance, it's a growth driver. Nick explores how inclusive digital experiences boost engagement, build trust, and expand reach. You'll gain practical tips for weaving accessibility into design, content, and strategy, leaving with actionable insights to make inclusivity a core part of

your digital presence.

11:10 a.m. - 11:40 a.m. Commerce Reimagined: How Content and Al Are Redefining B2B

Success

Scott Snowden

B2B ecommerce is evolving beyond transactions into personalized, intelligent experiences that drive real ROI. Learn how content personalization, authenticated journeys, automation, and AI are reshaping commerce strategies. This session aims to unlock growth by aligning data, governance,

and customer-specific experiences.

11:45 a.m. - 12:15 p.m. Al for All: Empowering Teams to Unlock Insights - Securely and Ethically

Lino Tadros

Lino shows how non-technical teams can use natural language with MCP servers to tap into site and data insights while respecting permissions. He will also explore accessibility, security, performance, and the ethical use of AI to ensure responsible, effective adoption.

12:15 p.m. 1:30 p.m. Lunch



1:35 p.m. - 2:05 p.m.

More Than Thrift: The Digital Makeover That Changed Goodwill's Story

Matt Annes & Gianna Neri

Goodwill's eight separate websites created fragmented, disconnected user experiences and reinforced a narrow thrift-store perception. Matt and Gianna explore how Goodwill partnered with americaneagle.com to unify its digital ecosystem on Sitefinity. Elevating services, showcasing community impact, and driving deeper engagement across all mission areas.

2:10 p.m. - 2:40 p.m.

Trendlines and Headlines: Scaling Data Storytelling for the AI Era Mallory Russell

Trend reports and data storytelling are critical for brand visibility and organic reach, especially as AI reshapes how content is surfaced and trusted. Award winning strategist, Mallory Russell shows how to build scalable programs that turn proprietary insights into compelling stories optimized for both humans and AI.

2:45 p.m. - 3:00 p.m.

Break

3:00 p.m. - 3:30 p.m.

How Al Transforms Marketing Managers Into Marketing Makers Scott Brinker

In the age of AI, every employee can be a creator. Scott Brinker, the "Godfather of Martech" reveals how empowering teams to build content, apps, and automations with AI accelerates innovation, experimentation, and customer impact, and how governance turns marketers into makers who

outpace competitors.

3:30 p.m. - 4:30 p.m.

State of Martech

Frans Riemersma



The Pre-Conference Agenda

Day 0 - Tuesday, October 7, 2025

Event Name: Sitefinity Customer Day

Dates: October 7, 2025 **Time**: 12:10 p.m. – 4.30 p.m.

Location: Ironworks, 25 Larimer Street, Denver, CO 80204

Cost: Free

What is Sitefinity Customer Day?

If you are a Progress Sitefinity customer – or just curious about the product – you are invited join us the day before Progress MartechNEXT officially kicks off (Oct 7).

Lunch will be served beginning at 12:10 p.m. with product roadmap and AI feature/functionality sessions to follow. Throughout the afternoon, you'll have the opportunity to meet the teams working on the product and hear straight from the source what's next and what's now.

Lunch and sessions will be held at Ironworks.

Sitefinity Customer Day Agenda

Time	Session
12:10 p.m. – 1:15 p.m.	Lunch
1:15 p.m. – 1:45 p.m.	Progress Vision & Portfolio Overview
1:50 p.m. – 2:40 p.m.	Into the Future: Imagine What's NEXT with Sitefinity
2:40p.m. – 2:55p.m.	Break
2:55 p.m. – 3:25 p.m.	Meet Your Digital Sidekick: The Sitefinity AI Assistant Experience
3:30 p.m. – 4:00 p.m.	Next-Gen Storytelling: AI Tools for Modern Marketers
4:05 p.m. – 4:35 p.m.	Introducing Progress Agentic RAG
. 75	
4:35 p.m. – 4:40 p.m.	Closing



Silent Area Sessions

What are Silent Area Sessions?

The Progress MartechNEXT venue is designed with a unique open, two-story layout. All mainstage presentations will take place on the second floor in the loft-style space.

On the first floor, you'll find our **Silent Session Area**. This is designed to deliver a more relaxed environment with living room–style setups (sofas, coffee tables, and TVs with headsets). Instead of live speakers, you'll have the opportunity to:

- Browse and select sessions on-demand from a library of pre-recorded talks and case studies.
- Tune in via headset for a distraction-free, personal viewing experience.
- Catch sessions you missed upstairs, or dive into bonus content not featured on the mainstage.
- Revisit later All Silent Sessions will also be available after the event in a dedicated Progress MartechNEXT YouTube playlist.

This format gives you flexibility: attend the live keynotes and panels upstairs, then come downstairs to explore additional insights at your own pace.



Event FAQs

When and where is Progress MartechNEXT being held?

The event takes place October 8–9, 2025, from 9 AM – 5 PM each day at Ironworks, 25 Larimer Street, Denver, CO 80204.

How do I register and what's included in my ticket?

You can register through the <u>Progress MartechNEXT website</u>. Your ticket includes access to all sessions (keynotes, panels, and Silent Sessions), conference materials, networking opportunities, and meals provided during the event (lunch on both days, light breakfast on Oct 9, and the Oct 8 evening reception).

Is there a hotel recommendation for attendees?

Yes. The recommended hotel is the Renaissance Denver Downtown City Center, located at 918 17th St, Denver, CO 80202.

What time does the event run each day?

Programming runs 9 AM – 5 PM on both October 8 and 9. Customer Day runs 9 AM – 4:30 PM

Where can I find the event agenda? The full agenda with times, sessions, and speakers is included in the event guide and on the Progress MartechNEXT website.

How do I get a discount code for registration?

All speakers have discount codes available. You can request one directly from a speaker.

Are there early-bird or group discounts?

Yes. Early-bird pricing is available for a limited time ahead of the event. In addition, all speakers have discount codes they can share with attendees. For group bookings, please contact the Progress MartechNEXT team directly for special rates.

Who are some of the keynote speakers? Notable speakers include Neil Patel, Scott Brinker, Frans Riemersma, Juan Mendoza, Elizabeth Edwards, and more.

How do Silent Sessions work?

Silent Sessions take place on the first floor of the venue with living room setups and TVs. Attendees can use headsets to scroll and watch pre-recorded content, which will also be available later on YouTube.

Is parking available at the venue?

Yes. Limited parking is available at Ironworks and in nearby lots and garages. We recommend using ride-share services, taxis, or public transportation where possible, as spaces may fill quickly during peak hours.

What's the nearest airport and transportation options to the venue/hotel?

The nearest airport is Denver International Airport (DEN), about 25 miles from downtown. From the airport, you can take a taxi, ride-share service, rental car, or the A Line commuter rail to Denver Union Station, which is just a short ride from both the venue (Ironworks) and the recommended hotel (Renaissance Denver Downtown City Center).

Is Wi-Fi available at the venue?

Yes. Complimentary Wi-Fi will be available throughout the venue for all attendees. Login details will be provided onsite.



Will there be networking breaks or receptions?

Yes. The agenda includes breaks between sessions to connect with peers, and there will be an evening reception with networking opportunities on October 8.

Can I meet the speakers or ask questions after sessions? Yes. Speakers are encouraged to engage with attendees, and many will be available after their sessions for informal Q&A and networking.

Do I need to be a Sitefinity customer to attend Customer Day?

No. While the event is designed with Sitefinity customers in mind, anyone interested in the platform is welcome to attend and learn more about its roadmap and capabilities.

What's covered on Customer Day?

Customer Day (October 7) features sessions on the Sitefinity roadmap, AI features and functionality, and hands-on insights from the product teams. Attendees can also connect directly with Progress experts, explore what's new and what's next, and enjoy lunch and an evening dinner with partners and MartechNEXT speakers.

What is Progress Sitefinity?

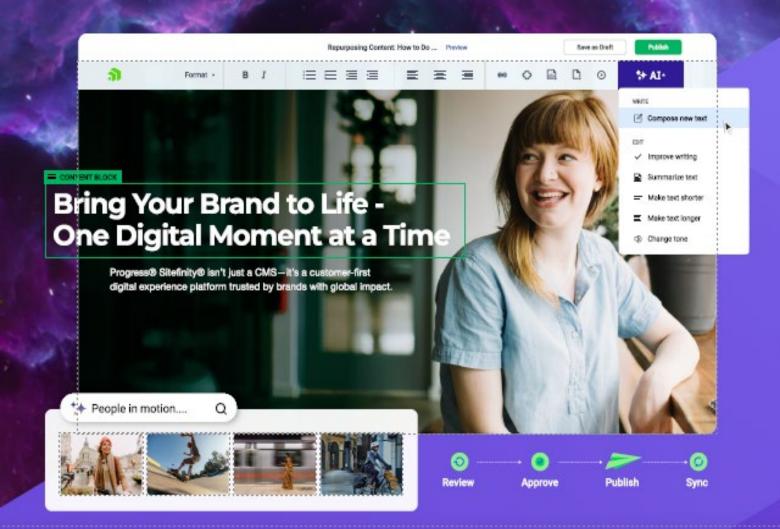
Celebrating 20 years of innovation in 2025, Sitefinity today is a modern cloud-based, Al-powered, enterprise-grade CMS designed for content management, experience composition and personalization. Now with Next.js support, Sitefinity SaaS is one of the first SaaS CMS to offer integrated multi-technology front-end hosting, providing businesses with greater flexibility, upgradeability and extensibility. For more information visit: https://www.progress.com/sitefinity-cms

Who do I contact if I have more questions?

For all other enquiries email the team at: martechnext@progress.com

Say Goodbye to Complexity

Meet the Last CMS You'll Ever Need



#ScaleWithSitefinity