Progress Software Brings Together Experts to Explore the Impact of AI on Modern Marketing at MartechNEXT 2025

October 2, 2025

Industry leaders Neil Patel and Scott Brinker headline a dynamic speaker lineup focused on AI, SEO, content strategy and the evolving martech landscape

Burlington, Mass., October 2, 2025 —Progress Software (Nasdaq: PRGS), the trusted provider of AI-powered digital experience and infrastructure software, today announced the speaker lineup for Progress MartechNEXT, taking place October 8–9 at Ironworks in Denver, Colorado. Registration is now open.

Bringing together innovators and practitioners from across the marketing technology ecosystem, MartechNEXT will deliver two days of practical insights, hands-on learning and peer-to-peer networking. Attendees will gain an inside look at the latest research and emerging strategies shaping modern marketing, from AI-driven personalization and SEO to adaptive content and customer experience design.

This year's agenda features live discussions and interactive demonstrations designed to foster deeper exploration of data-driven marketing and AI-powered engagement. Participants can expect actionable strategies they can implement immediately to help accelerate business growth.

Featured speakers include:
- **Neil Patel**, Founder, NP Digital
- **Scott Brinker**, Founder & Editor, ChiefMartec
- **Elizabeth Edwards**, Founder, Volume PR and Engagement Science Lab
- **Frans Riemersma**, Founder, Martech Tribe
- **Juan Mendoza**, CEO, The Martech Weekly and Martech World Forum
- **Sara Faatz**, Senior Director, Community and Awareness, Progress Software; Host, *The 10 Minute Martech Podcast*

In addition, experts from Americaneagle.com, Enqbator, Flywheel Strategic, Lightbox Libraries, SilverTech and other leading organizations will share perspectives on building successful, AI-enabled marketing ecosystems.

"MartechNEXT is designed to give digital marketers a front-row seat to the latest innovations and best practices in AI-powered marketing," said Loren Jarrett, EVP & GM, Digital Experience, Progress Software. "We're excited to offer a forum where professionals can learn from industry leaders, exchange ideas and walk away with strategies they can apply immediately to drive results."

Registration is now open for Progress MartechNEXT 2025. To view the full agenda and speaker lineup, visit: https://www.progress.com/events/progress-martechnext.

About Progress Software
Progress Software (Nasdaq: PRGS) empowers organizations to achieve transformational success in the face of disruptive change. Our software enables our customers to develop, deploy and manage responsible AI-powered applications and digital experiences with agility and ease. Customers get a trusted provider in Progress, with the products, expertise and vision they need to succeed. Over 4 million developers and technologists at hundreds of thousands of enterprises depend on Progress. Learn more at www.progress.com.

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Press Contact:
Kim Baker
Progress Software
+1-800-477-6473
pr@progress.com