

October 2021

Last chance to register for our Annual Conference

Our annual conference is next week! If you haven't already registered but would like to, you still can on [our conference website](#).

[Check out a snippet](#) from a VIP preview we held on September 17 on the right, featuring our keynote speaker Jordan Ellenberg and MC Mark Jeffries.



We have an incredible line-up in store for you at the conference with the aforementioned world-class [MC](#), internationally-acclaimed [keynote speaker](#), 20 speakers across four individualized tracks, 10 [mini master class](#) presenters from UW-Madison, 7 [strategic briefings](#) with our [sponsors](#), and a [distinguished executive panel](#). We can't wait for you to experience the joys of our virtual conference.

All conference registrants will receive a unique login link one week prior to the conference.

[Register now](#)

Customer
Service

Information
Technology

Marketing

Supply
Chain

UWEBC is back in-person for the first time since March 2020!

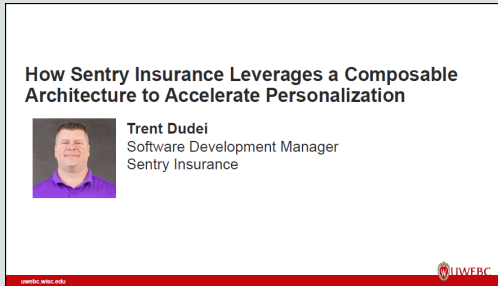
After 18 months of virtual events, we're thrilled to announce that we will be offering an in-person option for a few select events this fall, starting with our Customer Service Peer Group Meeting on November 11. If you're unable to attend live, don't worry: there will also be a virtual option. Additional information about this hybrid format will be shared in the next few days. We can't wait to see you!

[Welcome Laughlin Constable into our family of members!](#)

The UWEEBC is overjoyed to welcome Laughlin Constable to its community of exceptional companies. Laughlin Constable is a Midwest based company that holds a future-oriented mindset. They are an independent, creative agency with deep digital roots that aims helps transform companies from “Now to Next.” Laughlin Constable has a strong commitment to diversity and emphasizes that all voices and points of view are crucial when it comes to creating meaningful work. Constantly working towards the future, their motto is “even if we’re proud of where we’ve been, we can always be better.”



Building and Maintaining a Composable E-Commerce Platform



The September 22nd IT Peer Group Web Meeting began with two simple questions: what is composable e-commerce and why should we use it?

The first presentation of the morning had Trent Dudei (Software Development Manager at Sentry Insurance) talk about how Sentry leverages a composable architecture to accelerate

personalization for both employees and consumers. After discussing their original issue, Dudei went on to explain how Lars Petersen (Co-founder of Uniform) has helped their company improve in a range of ways, from website personalization to working towards a more mobile future. Sentry is now able to focus on the important conversations, like the functionality of their website and creating a positive user experience.

[Read the full article.](#)

Spotlight on our UWEEBC Executive Director Raj Veeramani

Our very own [Raj Veeramani](#) is working with University of Wisconsin-Madison Professor [Shiyu Zhou](#) on leading a project to apply data science and machine learning techniques to improve business processes and automation through a sponsored research grant from Wisconsin-based member [Jewelers Mutual Group](#)!

Veeramani, principal investigator for the grant, holds joint appointments in the College of Engineering and the Wisconsin School of Business and directs the UW E-Business Institute and the UW E-Business Consortium.



UPCOMING EVENTS

Note: Attending Peer Group or SIG meetings requires UWEBC [membership](#). All are web meetings unless otherwise specified.

October 14: UWEBC BUSINESS BEST PRACTICES & EMERGING TECHNOLOGIES ANNUAL CONFERENCE

An incredible learning event for business professionals, our conference attracts over 800 participants. Come interact with and be delighted by world-class keynote speakers in four parallel tracks of Customer Service, Information Technology, Marketing and Supply Chain Management.

[More information and register »](#)

October 26: HUMAN RESOURCES EXECUTIVE SPECIAL INTEREST GROUP MEETING Applying Technology to Grow Talent Intelligently. Learn about tech-enabled "next practices" for developing workforce skills and talent ready for your future.

[More information and register »](#)

October 28: PROCUREMENT PEER GROUP MEETING

Lightning Round: Top Supplier Questions of 2021 in 60 Minutes. Join us for a quick review of the burning questions you've been asking in 2021.

[More information and register »](#)

November 9: MARKETING PEER GROUP MEETING

Marketing Sustainability -- How Far Do You Go? Gain Greater Confidence in Marketing Your Organization's Commitment to Sustainability.

[More information and register »](#)

November 10: AGILE IT SPECIAL INTEREST GROUP MEETING

Agile Culture Adoption. In this IT Peer Group event, you will have an exceptional opportunity to think through your challenges and new ideas with subject matter experts and peer IT leaders. You will take away valuable insights to build a playbook of implementable strategies and action plans.

[More information and register »](#)

November 11: CUSTOMER SERVICE PEER GROUP MEETING

>> Join us to celebrate our return to IN-PERSON events! Participate on-site in Madison or virtually from anywhere! <<

Improving Customer Care Employee Experience: How UWEBC Members Are Making Work Easier and More Enjoyable for Frontline Associates. Take away new ideas for improving employee experience for your customer care team members by learning about, discussing and comparing practices with fellow UWEBC members.

[More information and register »](#)

November 18: PRODUCT MANAGEMENT SPECIAL INTEREST GROUP MEETING

A Product Roadmap is Not a Project Plan -- Is Your Organization Aligned on the Purpose of Product Roadmaps? Harness the Power of Product Roadmaps by Gaining Consensus on What They Communicate.

[More information and register »](#)

Join a LinkedIn Group and stay connected

[UWEBC Customer Service](#)
[UWEBC Information Technology](#)
[UWEBC Marketing](#)
[UWEBC Supply Chain Management](#)
[UWEBC Human Resources Executives](#)



Please note: You need to be a UWEBC member to join a private group, but anyone can connect with us via our [main LinkedIn page](#).



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