

October 2022

Thank you to all who attended our Annual Conference!



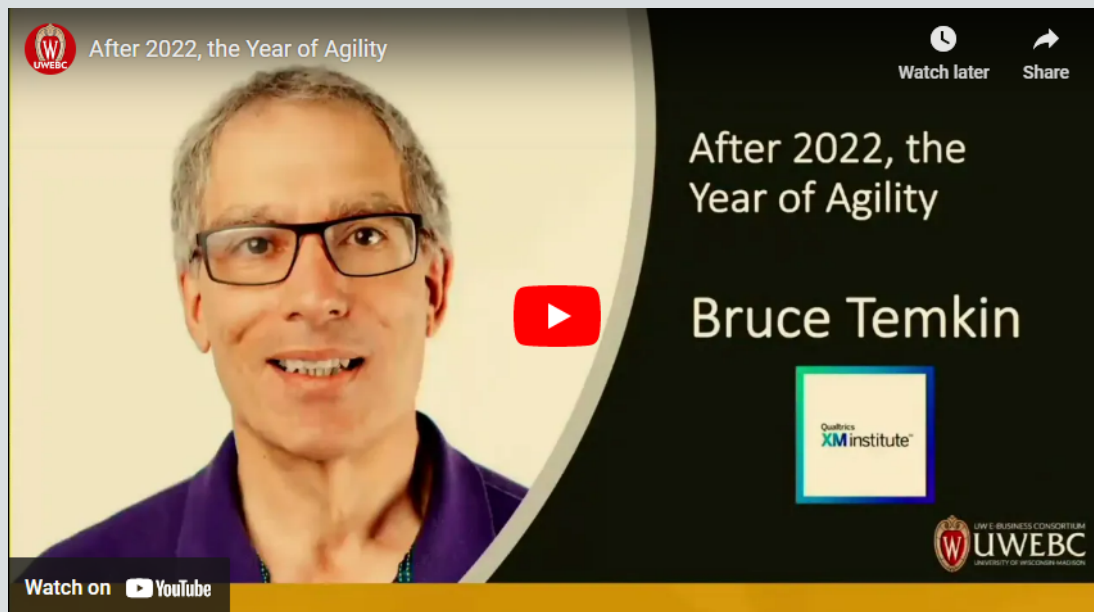
The 24th Annual UWEBC Business Best Practices and Emerging Technologies Conference was held on September 20 and was a huge success! With over 900 registrants and 40 speakers, the day was filled with innovation for the future of business and technology. The conference featured various opportunities: four different tracks, strategic briefings, mini master classes, and endless networking. With sessions covering every aspect of business, this unique and specialized learning experience was catered to each individual and company that attended.

For those who registered, conference materials, including videos of the sessions and some PDFs of presentations, are available now in the conference platform. Use your unique login link to access these materials. And if you haven't already, please [take our post-conference survey](#) to let us know what you thought!

Explore some highlights from each of the tracks below.

Customer Service Track: After 2022, the Year of Agility

Bruce Temkin, Head of the Qualtrics XM Institute, delivered an amazing session sharing how organizations can embrace and leverage the uncertainty of our new reality. He provided three ingredients for leading your organization, your team, and yourself through uncertainty.



Bruce emphasized the importance of the human experience. There is a direct connection between a good customer experience and loyalty, so it is very important to understand how to make that experience the best it can be. With the ever-changing environment of our world where “change is the norm,” companies need to be able to rapidly respond, adapt, and continuously learn from insights. Bruce challenges us all to “capture this moment” and keep working towards improving customer experience.

Information Technology Track: Leading Kohler IT's Digital Transformation

Naveen Thamballapalle, Vice President of IT and Digital Capabilities at Kohler Co., led an inspiring IT track presentation on the digital transformation of Kohler's IT department. One of the big questions was whether it is more beneficial to take an offensive or defensive stance on Digital Transformation. This included examining if IT should move forward by taking calculated risks to create a trail of innovation for the business.



In his presentation, Naveen explained how successful Kohler's digital transformation has been for the company by taking an offensive approach to optimize core channels. Through the advancements in human capital, they have been able to meet the needs of the progressing businesses. Not only have they evolved the company into more of a product-led organization, but they have also transformed manufacturing and operations using Agile at Scale. Naveen concluded by challenging companies to be intentional about focusing on preparing the organization for 'Digital Business' and also stating that executive sponsorship is key to success.

Marketing Track: The Power of Activating Influential Voices in Marketing

Jaclyn Cardin, Chief Brand Officer at Organic Valley, gave an inspiring talk on influential voices in marketing. Her presentation had so many different takeaways that it's hard to narrow down to just a few. In our world today, authentic, transparent storytelling is needed more than ever before. It is also important to build long-lasting, meaningful connections. To do this, it is key to identify impactful voices and conversations in the cluttered media platforms.



The presentation talked a lot about when to leverage technology and innovative thinking to bring your audiences closer together. To do this, Organic Valley has been venturing onto different media platforms while also layering programs to increase engagement. For example, they have started a TikTok account in which some of their videos have gone viral, getting thousands and thousands of views. Some of the videos that have gone viral include partnership stories, farm stories, and even short heart-warming clips of the farm. Jaclyn encourages everyone to try new things, keep testing, learning, and most importantly, stay hungry for growth!

Supply Chain Track: Great Results Start with Aligned Teams

Ben Cook, Chief Supply Chain Officer at Spreetail, offered insights into how to bring teams together to deliver more collective value than functional silos can deliver independently. With supply chain being one of the most talked about aspects of commerce, it is important to understand how to align cross-functional teams to achieve "true north" company goals.



Ben dove into the “One Team” approach - creating a culture of consistent collaboration, continuous improvement, and open feedback between all. It starts with a culture that is incented to collaborate, the right attitude that is focused on solving problems together, and a management system that sustains this way of working. People of all levels in an organization need to feel empowered to bring their ideas and problems to the table, and that is what helps teams win together.

Exclusive New UWIBC Offering: Digital Product Management Boot Camp

All businesses are digital businesses. A company’s digital product – whether it be a website, app, or connected device – has become and will remain a primary way of engaging with customers. Companies have had to rethink entire business models, and Product Management is at the hub of nearly every successful digital initiative. Product managers interact with every facet of a business and must be able to lead through influence.

Register now for the Digital Product Management Boot Camp, held on **December 5-7**, led by a digital product management expert from the **280 Group**. This Boot Camp will provide an unparalleled opportunity to learn strategies and methods used to develop world-class digital products. Following three, full-day in-person classroom sessions, attendees will have the opportunity to further their learning by participating in three virtual collaborative sessions with classmates, facilitated by UWIBC Marketing Practice Director Bill Carrier, to share and discuss experiences around applying the methods and processes learned in the class.

[Learn more and register now.](#)

UPCOMING EVENTS

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

October 6: CUSTOMER SERVICE SPECIAL INTEREST GROUP PILOT

Contact Center Quality Monitoring. This is a space for practitioners of Quality Monitoring to collaborate with peers to learn from each other's experiences and practices.

[More information and register »](#)

October 11: PROCUREMENT PEER GROUP MEETING

Supplier Diversity. Discuss how to create, measure, and achieve supplier diversity goals with fellow members.

[More information and register »](#)

October 12: INFORMATION TECHNOLOGY PEER GROUP MEETING

Cybersecurity Trends to Watch. Join your UWEBC peers as we examine the latest cybersecurity trends and their implications on organizations facing an ever-evolving threat landscape.

[More information and register »](#)

October 13: CUSTOMER SERVICE SPECIAL INTEREST GROUP PILOT

Customer Care in a B2B Environment. Having other businesses as your customers surface unique challenges and strategies. Here you can collaborate with others that face similar realities.

[More information and register »](#)

October 18: MARKETING PEER GROUP MEETING

>> In-person and virtual options available<<

The Secret to Agile Marketing to Achieve Marketing Excellence. A roadmap for successful integration of agile in marketing.

[More information and register »](#)

October 20: CUSTOMER SERVICE SPECIAL INTEREST GROUP PILOT

Contact Center Workforce Management. The work of Workforce Management continues to evolve significantly from the Erlang C formula adopted decades ago, to factor in many new realities in the Contact Center space. Come to collaborate with other Workforce Management professionals.

[More information and register »](#)

October 21: HUMAN RESOURCES EXECUTIVES SPECIAL INTEREST GROUP

The Success Delta: Crafting Cultures that Work in a Hybrid/WFA World. How can an employer remain attractive to talent who can work for anyone, anywhere? How can we tap into the richness, creativity, skills, and wisdom of a truly diverse, distributed team?

[More information and register »](#)

November 3: LOGISTICS AND DISTRIBUTION PEER GROUP MEETING

>> In-person and virtual options available<<

Transportation Outlook: Rates, Capacity, and Sustainability. Learn where member company Schneider National anticipates rates and capacity are headed this fall and into 2023 and share insights and trends with other UWEBC members.

[More information and register »](#)

November 9: TRADE COMPLIANCE SPECIAL INTEREST GROUP MEETING

Year in Review: Trade Compliance Successes and Challenges. Share trade compliance successes from 2022 and discuss challenges in the year ahead.

[More information and register »](#)

November 10: CUSTOMER SERVICE PEER GROUP MEETING

>> In-person and virtual options available<<

Approaches to Providing Proactive Service to Prevent Unnecessary Contacts and Improve Customer Engagement. Grow with your industry peers in this exciting forthcoming event!

[More information and register »](#)

November 17: PRODUCT MANAGEMENT SPECIAL INTEREST GROUP MEETING

Overcoming Product Management's Thorniest Communication Challenges. Learn communication tips to increase your leadership effectiveness.

[More information and register »](#)

November 18: HUMAN RESOURCES SPECIAL INTEREST GROUP MEETING Executive Roundtable on Current and Emerging HR Issues. Share and discuss pressing issues and hot topics with fellow HR leaders and take away actionable ideas.

[More information and register »](#)

[View the full meeting calendar.](#) This calendar is updated in real-time. Keep an eye out for topics that interest you so you can mark them on your calendar!

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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