

UW EBC Fact Sheet



UW E-BUSINESS CONSORTIUM
UW EBC
UNIVERSITY OF WISCONSIN-MADISON

THE UW EBC IS A COLLABORATIVE LEARNING COMMUNITY THAT BRINGS TOGETHER LEADING COMPANIES AND UW-MADISON, A FLAGSHIP UNIVERSITY.

Founded in 1998 by Professor Raj Veeramani, UW EBC brings together member company executives, managers, and senior practitioners to learn business leading practices and emerging technologies from each other.

One annual membership fee includes access for all employees to more than 60 professionally facilitated learning events each year across five practice areas, three cross-functional areas, and a wide variety of special interest groups, which may change year to year. Our 2025 offerings are listed to the right:

- Agile
- Artificial Intelligence
- Contact Centers: Futures, Quality, and Workforce Management
- Customer Service
- Data & Analytics
- Human Resources
- Innovation Management
- Lead Generation & Sales
- Leadership & Change Management
- Marketing
- Product Management
- Sales & Operations Planning
- Supply Chain: Procurement, Logistics & Distribution
- Technology
- Trade Compliance

WHAT ARE THE BENEFITS OF UW EBC MEMBERSHIP?

Validate strategies and achieve operational excellence through peer-to-peer knowledge exchange with other members.

Harness the power of cross-industry synergy, exchanging creative insights with senior leaders and professionals.

Gain valuable insights and share best practices with industry-leading companies in a trusted, collaborative, and noncommercial environment.

Unlock affordable professional development opportunities that deliver value without the burden of expensive conference fees or travel costs.

HOW ARE THE BENEFITS DELIVERED TO MEMBER COMPANIES?

Topic-Centered Peer Groups in five practice areas and three cross-functional areas bring peers together to learn from each other, driving growth and innovation.

Special Interest Groups are small groups of members that meet multiple times for in-depth discussion and benchmarking on topics requiring more than a single meeting.

Executive Retreats and Dinners are invitation-only events that offer top business leaders a unique opportunity to collaborate on emerging trends, address business challenges, and exchange strategic insights.

Member-to-Member Advising facilitates and encourages connections among members for in-depth discussion or benchmarking on a specific business issue.

Polls and Surveys engage UW faculty, staff and/or students to address company-specific initiatives and issues. UW EBC staff investigates your challenge by polling, surveying, and benchmarking with other member companies.

Access to **UW EBC+**, an extensive video repository of valuable content, including recordings of all peer group meetings.

Exclusive discounts on select professional development courses offered by UW.

ADDITIONAL OPPORTUNITIES FOR MEMBERS

Members also receive a discount on paid offerings that we produce:

- Our **Annual Business Best Practices & Emerging Technologies Conference** held each fall, which features world-class keynote speakers, a distinguished executive panel, and specialized content across our five content areas
- The annual **Wisconsin Digital Symposium**, a half-day exploration of digital transformation held in the spring
- The **Wisconsin Customer Experience Symposium**, a half-day virtual experience uncovering customer experience strategies, trends, and innovations to refine your business strategy. ***New in 2025!***



Member Companies

Accuray	Greenheck	Rockline
AE Business Solutions	Harley-Davidson	Rockwell Automation
Alliant Energy	Hy Cite	SAP
Amcort Flexibles North America	Ideal Industries	Sargento Foods
American Family Insurance	Inpro	Sartori
American Girl	ITW	Schneider
AriensCo	J.J. Keller & Associates	Sentry Insurance
Associated Bank	Jewelers Mutual	Spectrum Brands
Badger Meter	Insurance Company	Springs Window Fashions
Brady Corporation	KI	Stoughton Trailers
Brunswick Corporation	Kohl's	Sub-Zero Group, Inc.
C.H. Robinson	Kohler Co.	TruStage
Clarios	Komatsu	Uline
CNH Industrial	Lakeside Foods	UTAC
Colony Brands	Lands' End	UW Credit Union
CROPP / Organic Valley	Laughlin Constable	UW Health
Delta Dental of Wisconsin	Mason Companies	Vollrath
Dynamic Lifecycle Innovations	Menasha Corporation	WEC Energy Group
Endries International	MGE	Werner Electric
Exact Sciences	Milwaukee Tool	Wick Buildings
FarWell	National Guardian Life Insurance	Wisconsin ETF
Findorff	Company (NGL)	Wisconsin Manufacturers
First Supply	Northwestern Mutual	& Commerce
Fiskars	nvisia	Wisconsin Manufacturing
Foremost Farms	OMRON	Extension Partnership
GE HealthCare	Oshkosh Corporation	Wm. K. Walther, Inc.
Gebrüder Weiss	Plexus	WPS Health Solutions
Generac	Promega	
Godfrey & Kahn	Regal Rexnord	

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