UW E-BUSINESS CONSORTIUM
UWEBC
UNIVERSITY OF WISCONSIN-MADISON

**NEWS &
UPCOMING EVENTS**

April 2024

Unlocking Value with Generative AI: Insights from UWEBC Members

Click on the image to play the video!

Generative Artificial Intelligence (AI) is reshaping personal productivity and business processes, offering transformative potential to enterprises. However, this potential comes with a human-centered challenge. Within the UWEBC, members are leading the charge in strategically integrating Generative AI to unlock new value and streamline operations.

At UWEBC's recent Data & Analytics event on March 12, we delved into the innovative strategies employed by UWEBC members. Speakers from TruStage, Northwestern Mutual, Generac, and UW–Madison shared insights into how they are harnessing the power of Generative AI to boost productivity at both individual and enterprise levels. Their experiences offer valuable lessons on effectively navigating and leveraging this cutting-edge technology.

Read the full story

New Member Spotlight: Dynamic Lifecycle Innovations

April is Earth Month, and what better way to celebrate Earth Month than to interview our newest member company, Dynamic Lifecycle Innovations? Dynamic is a leader in sustainability and ESG. ESG is environmental, social, and governance and a collection of criteria that assess the robustness of a company's governance and ability to manage its environmental and social impacts effectively.Join us in welcoming them to our UWEBC community! In a digital and data-driven world, securely processing electronics through their lifecycle and rejuvenating "tired" technology or recycling its components requires careful logistics and considerations. Dynamic brings cutting-edge solutions that promote sustainability and return value back to customers.

We sat down with Curt Greeno, President and Cofounder, and Ashley Foreman, Director of Corporate Services, to discuss their company, the amazing things they're doing, and how they look forward to getting to know the UWEBC community.

Read the full story

Accelerate Your Digital Journey at the Wisconsin Digital Symposium

The third annual Wisconsin Digital Symposium is your gateway to mastering digital transformation and product-led success in the face of new forces such as democratized generative AI, the rise of digital paranoia, and challenging economic switchbacks.

Embark on a transformative adventure alongside renowned keynote speakers **David Rogers** and **Martina Lauchengco**. They'll navigate you through the complexities of redefining your business for digital triumph and efficiency. Whether you aim to revolutionize your organizational blueprint or harness the power of technologically

revolutionize your organizational blueprint or harness the power of technologically advanced products, services, or experiences, this symposium equips you with the expertise and resources to steer your company towards a thriving digital era.

This half-day program – hosted by the UWEBC on **May 2, 2024** – is held at Union South in Madison, with a virtual option available.

All onsite participants will receive a free copy of David's most recent book, *The Digital Transformation Roadmap*, and Martina's book, *LOVED: How to Rethink Marketing Tech Products*.

Register now!

Save the date for the 26th Annual UWEBC Conference

It may seem like October is a long way off, but we are already deep in the planning stages, preparing an unforgettable conference for you. We hope you'll join us in person at the Monona Terrace this year (there's a virtual option available, too!) to experience the learning, networking, and fun that make up the UWEBC Annual Conference. Additional information will be available soon, including speakers and registration details, so stay tuned.

Learn more and save the date!

Take advantage of significant discounts on outstanding executive and professional development offerings from UW-Madison

As a member of the UWEBC community, you have exclusive access to discounts on many valuable learning programs from UW-Madison partners to propel your professional development and strengthen your organization's capabilities in key domains of business and management practice. See the full list of special offers.

Just added!

- **Cybersecurity Bootcamp**

  The UW-Madison Cybersecurity Bootcamp is a comprehensive training program designed for individuals with varying levels of technical expertise, from beginners to experienced professionals. We also proudly offer support throughout your journey to ensure you always get the most out of your experience. The curriculum aligns with the NICE/NIST Framework and includes an elective CompTIA® Security+ Exam Prep Course designed to prepare students for this valuable industry certification and a voucher for the CompTIA® Security+ certification exam upon completion.

- **Foundations of AI & Machine Learning**

  Developed for managers, management track, engineers, and technical professionals with limited experience in AI and machine learning - but who need to make decisions about AI/ML related projects, this course will equip participants with an understanding of fundamental machine learning concepts and strategies.

Upcoming UWEBC Events

Note: Attending the events listed below requires UWEBC membership. All are virtual unless otherwise specified.

April 4: Evolving Leadership in Times of Change
Leadership, Change Management, and Strategy Activation Interest Group
Building trust, engagement, and excellence in teams amidst modern business challenges.
More information and register »

April 5: Executive Roundtable on Current and Emerging HR Issues
Human Resources Executives Group
Share and discuss pressing issues and hot topics with fellow HR leaders and take away actionable ideas.
More information and register »

April 9: Reinventing Trade Compliance (in-person only!)
Trade Compliance Special Interest Group
Join us in person at the Fluno Center in Madison to discuss trade compliance initiatives and challenges with fellow members and the broader trade community.
More information and register »

April 16: Re-Skilling Your Supply Chain Team (Hybrid Event)
Supply Chain Peer Group
This has become an annual event bringing our UWEBC supply chain leaders together (on campus and virtually) to talk about talent. It should be great networking among awesome people leaders!
More information and register »

April 22-25: Leadership Foundations Boot Camp
Are you a current or aspiring people leader who wants to take your skills for creating and nurturing a culture of trust, engagement, and excellence to the next level? Don't miss this chance to unleash your leadership potential!
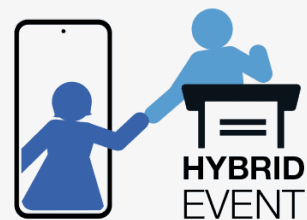More information and register »

April 25: Augmenting Your Workforce with Generative AI (Hybrid Event)
Information Technology Peer Group
Join us for this exciting exploration of Generative AI and its role in shaping the future of work. Together, we'll uncover the possibilities, navigate the challenges, and envision a new era of productivity and innovation.
More information and register »

May 2: **Wisconsin Digital Symposium (Hybrid Event)**
Special Event
The 3rd annual Wisconsin Digital Symposium is your gateway to mastering digital transformation and product-led success in the face of new forces such as democratized generative AI, the rise of digital paranoia, and challenging economic switchbacks.
More information and register »

May 9: **Technology Innovations in Marketing: The Impact of AI (including ChatGPT) and Automation on Modern Marketing Practices (Hybrid Event)**
Marketing Peer Group
Join us as we explore the cutting-edge advancements in Generative AI, uncovering their transformative effects on marketing strategies and practices.
More information and register »

May 13-15: **Strategy Activation Boot Camp: A Human-Centered Approach to Successful Organizational Change**
Strategy Activation is the art and science of persuading people to align around, engage with, and adopt new ways of working in order to achieve a shared vision. Learn to effectively apply a powerful process that moves people from alignment to adoption and develop a strategy activation plan tailored to your organization.
More information and register »

May 15: **Risk Management in Procurement**
Procurement Peer Group
Discuss how to mitigate risk in procurement, and share approaches and strategies with fellow members.
More information and register »

May 16: **Accelerating Digital Transformation with Agile: Strategies and Practices**
Agile Methodology Interest Group
Discover how to accelerate digital transformation using Agile methodologies and gain insights on implementing Agile strategies for improved innovation and efficiency.
More information and register »

May 20-22: **Process Mining & Intelligent Automation Boot Camp**
Explore the fundamentals of process mining and robotic process automation – and how they can be used to understand, improve, and automate repetitive business processes. You will also have an opportunity to work with popular software tools and a variety of datasets.
More information and register »

May 23: Creating a Single Source of Truth: Strong Knowledge Management Resources in Customer Care (Hybrid Event)
Customer Service Peer Group
Join us to learn powerful strategies for creating and maintaining a single source of truth that empowers your customer care team.
More information and register »

View the full event 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! Note: Adding something to your calendar does not register you for the event; you will still need to register as well.

Join a LinkedIn Group and stay connected

UWEBC Customer Service
UWEBC Information Technology
UWEBC Marketing
UWEBC Supply Chain
UWEBC Human Resources Executives