

# WISCONSIN

## DIGITAL SYMPOSIUM

### SPONSOR PROSPECTUS

The UWEBC is proud to host the **5th annual Wisconsin Digital Symposium** on **June 1, 2026**, at the iconic Lambeau Field in Green Bay.

The Wisconsin Digital Symposium is a gateway to mastering digital transformation and turning digital capabilities into measurable business outcomes. This unique half-day program is open to [UWEBC members](#) and non-members alike, offered both in-person and virtually, and offers the chance to hear from industry pioneers, network with forward-thinking professionals, and take concrete steps toward future-proofing businesses in the digital age.

This year, the Symposium is co-located with the **Wisconsin Drives Manufacturing Summit**, creating an extended opportunity for cross-sector engagement. Leaders from digital, technology, and manufacturing communities will be in Green Bay across June 1-2, enabling lasting connections and shared insights at the intersection of innovation and industrial transformation.

Your sponsorship helps us deliver a high-quality program and connect you with a committed audience of qualified prospects.

#### Benefits of a \$10,000 sponsorship include:

- Your logo featured on our event website, email messages, promotional graphics, and social media channels
- Recognition in our opening remarks and throughout the event
- Host a 15-minute strategic briefing to demonstrate your thought leadership and capture high-value leads
- Exclusive exhibit space onsite: Connect directly with attendees, showcase your brand, and build valuable relationships in a high-visibility setting
- Opportunity to interact with attendees as well as provide downloadable promotional materials in a virtual sponsor booth
- Access our pre-event and post-event registration and attendee lists with contact information for post-event follow-up, including leads from on-demand users after the event date

Last year's event drew an audience of over 200 attendees, and we expect to exceed that this year. The event will be recorded and made available on-demand for asynchronous viewing for 120 days.

Your organization would be an excellent fit for our event, and we look forward to discussing sponsorship opportunities with you. Thank you for considering this opportunity to support the Wisconsin Digital Symposium and to help us bring this valuable knowledge to attendees.

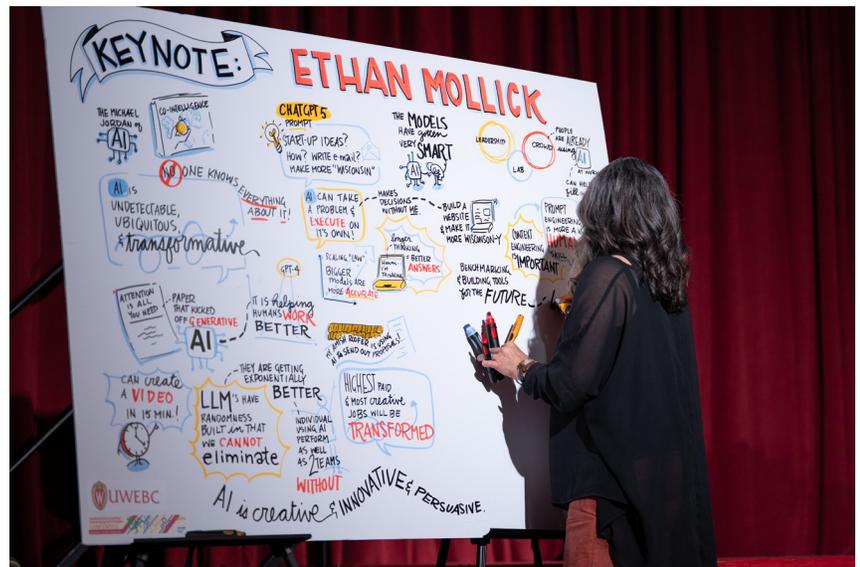
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### Lunch + Graphic Recording Sponsorship (\$7,500)

UWECB is offering a limited opportunity to sponsor the Networking Lunch and Live Graphic Recording Experience, a signature element of our events that consistently drives attendee engagement and post-event visibility. This sponsorship supports a high-impact networking moment while also capturing key ideas from the program through live illustration, creating memorable artifacts that attendees share, reference, and take back to their organizations.

Graphic recording will be provided by Sherrill Knezel, founder of Meaningful Marks LLC, a Milwaukee-based graphic recorder, illustrator, and visual literacy educator. Sherrill's work transforms complex conversations into clear, compelling visuals that increase connection, clarity, and collaboration. The resulting artwork becomes a lasting resource for attendees and an enduring extension of the event experience.



### Benefits of a \$7,500 sponsorship include:

- Exclusive recognition as the Networking Lunch + Graphic Recording Sponsor
- Logo placement on the event website, sponsor signage, and select promotional materials
- Verbal recognition during opening remarks and at the lunch welcome
- High-visibility onsite signage at the lunch area and near the graphic recording display
- Opportunity to include branded materials or giveaways at lunch tables
- Two complimentary in-person registrations for your organization
- Access to the pre-event and post-event attendee list with contact information for follow-up, including on-demand users after the event date
- Post-event visibility through shared images of the graphic recordings, which attendees frequently photograph and share on social media

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### AGENDA AND KEYNOTES

#### Event Agenda:

The program will run from **8:30am-2:00pm** and includes lunch. Immediately following the Symposium, attendees will have the opportunity to continue the conversation at the Manufacturing Summit's Innovation Showcase, an interactive afternoon featuring innovation and workforce-focused experiences, including emerging technologies, talent development, and industry-to-academia collaboration.

#### Keynote Speakers:



#### Áine Denari

Executive Vice President and President, Navico Group, and Brunswick Chief Technology Officer

Áine Denari is a senior executive at Brunswick Corporation, where she leads technology strategy and innovation across the company's global marine portfolio, advancing initiatives in connected products, data-driven intelligence, and digital capabilities that strengthen performance across the business. With prior experience leading Brunswick Boat Group, Denari brings a rare combination of enterprise leadership and real-world expertise in scaling innovation across complex product and manufacturing ecosystems, making her an ideal keynote for leaders focused on practical digital transformation and workforce-ready change.



#### Phil Gilbert

Author of *Irresistible Change*. Former Head of Design at IBM. Keynote speaker and executive advisor

Phil Gilbert is a transformation leader, author, startup entrepreneur, and former IBM executive who led one of the largest culture change efforts in modern business. After selling his third startup to IBM, he was asked to help change how nearly 400,000 employees across 180 countries worked—without mandates or direct authority. That experience became the foundation for his model, *Irresistible Change™*, and his book *Irresistible Change: A Blueprint for Earning Buy-In and Breakout Success*. The work has been studied at Harvard Business School and featured in *The New York Times*, *Fortune*, and *Fast Company*. Today, Phil works with senior leaders globally on high-stakes transformation driven by AI, culture, and operating-model change. He lives in Austin, Texas.

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**PREVIOUS YEARS' SPEAKERS**



**Suman Banerjee**

Computer, Data &  
Information Sciences  
UW-Madison



**Martin Christopher**

Chief Technology Officer  
Lands' End



**Kyle Cranmer**

David R. Anderson Director  
of the Data Science Institute  
UW-Madison



**Shree Dandekar**

VP, Global Engineering  
Generac



**Tim Dickson**

Chief Digital and  
Information Officer  
Regal Rexnord Corporation



**Ron Gilson**

Chief Information Officer  
CROPP | Organic Valley



**Michele Kaiser**

Chief of Staff and Portfolio  
Manager, ISG  
John Deere



**Anu Khare**

SVP and  
Chief Information Officer  
Oshkosh Corporation



**Chris Kozina**

Assistant Vice Chancellor,  
Industry Engagement  
UW-Madison



**John Kreul**

Chief Information Officer  
Jewelers Mutual Group



**Martina  
Luachengco**

Author, Coach, Lecturer, UC  
Berkeley's Graduate School



**Ranjana Mehta**

College of Engineering  
UW-Madison

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**PREVIOUS YEARS' SPEAKERS**



**Andrea McGill**

GM - Global Order  
Operations  
GE HealthCare



**Jon Otterstatter**

Co-founder  
Preventice



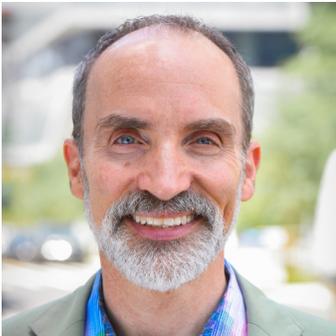
**Elliott Parker**

CEO  
High Alpha Studios



**Michael Proksch**

Global AI & Data Expert,  
Author, and Chief Scientist  
AccelerEd



**David Rogers**

Author, CxO Advisor, Faculty  
Columbia Business School



**Enno Siemsen**

Wisconsin School of  
Business



**Justin Swenson**

Product Tech Lead II - Data  
Governance & Analytics  
Sub-Zero Group, Inc.



**Kusum Rawat  
Verma**

Chief Information Officer,  
Workforce Digital Experience  
GE HealthCare



**Cortney  
Thompson Rowan**

EVP, Strategy & Design  
Delve



**Stephanie Woerner**

Research Scientist  
MIT's Center for Information  
Systems Research (CISR)



**Aric Wood**

CEO  
XPLANE



**Matthew Wright**

Founder and CEO  
Specright