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UW EBC Newsletter

Features and upcoming events

April 2026

Join us at the 2026 Wisconsin Digital Symposium!



Join us for the 2026 Wisconsin Digital Symposium on **June 1** at **Lambeau Field in Green Bay** (or virtually). This year's event goes beyond big-picture trends and focuses on how organizations are putting digital, data, AI, and automation capabilities into practice to drive real business outcomes. Attendees will gain practical, real-world insights through peer-driven discussions, cross-industry collaboration, and examples grounded in today's operational challenges.

The Symposium features an impressive lineup of keynote speakers, including **Áine Denari** (EVP & CTO, Navico Group and Brunswick) and **Phil Gilbert** (former IBM design leader and author of *Irresistible Change*), along with an executive panel featuring leaders from **Exact Sciences**, **Clarios**, and **Generac**. Additional highlights include UW–Madison Research Lightning Talks and live graphic recordings to bring ideas to life.

Don't Forget! Member registration includes access to both the **Wisconsin Drives Manufacturing Summit innovation showcase** on **June 1** and the **summit proceedings** on **June 2**, making this a valuable opportunity to connect, learn, and explore the future of digital transformation.

Register before April 15 for early bird pricing!

Insight to Impact: Highlights from the second annual Wisconsin Customer Experience Symposium



Click on the image above to play the video.

Customer experience continues to evolve from a support function into a true driver of business strategy, and this year's **Wisconsin Customer Experience Symposium** made that clearer than ever. Held on **March 10, 2026**, the second annual event brought together CX practitioners, business leaders, and UWEBC members from across industries to share real-world insights, strategies, and forward-looking ideas shaping the future of customer experience.

From building service-driven cultures to leveraging AI and turning customer insights into action, the conversations throughout the day centered on one key theme: organizations that prioritize and operationalize CX are better positioned to differentiate, grow, and deliver measurable impact. Read the full story and explore key takeaways from this year's Wisconsin Customer Experience Symposium!

[Read the full story](#)

Practice Director in Residence Spotlight: Jason Voioovich

This year, we're excited to welcome **Jason Voioovich** as our **Marketing Practice Director in Residence**, working alongside UWEBC Customer Experience & Marketing Practice Director Matthew Cone to bring fresh perspective and real-world expertise to the UWEBC community. With 25 years of experience spanning industries from healthcare to emerging tech, Jason brings a unique ability to connect ideas, translate strategy into action, and help organizations grow through thoughtful, human-centered marketing. His cross-industry background and passion for building meaningful connections make him a valuable addition to our peer learning network.



In this feature, Jason shares his perspective on what's changing in marketing, why authenticity still matters more than ever, and how organizations can stay grounded while navigating rapid technological change. From debunking common myths to defining a clear "True North" for businesses, his insights offer a practical and refreshing take on what it takes to drive impact in today's evolving landscape.

[Read the full story](#)

Save the date for the 2026 Annual Conference

On **October 6**, UWEBC & Industry professionals will gather at the stunning **Monona Terrace** in **Madison, WI**, for **Wisconsin's premier learning event** for business professionals. This year's experience will feature remarkable keynote speakers, sponsored case studies, and our signature five tracks. Attendees can expect insights on emerging trends, thoughtful challenges to industry norms, and the kind of energy that inspires you to rethink what's possible in your field.



Registration isn't open just yet, but be sure to save the date, October 6, and sign up to be notified as soon as registration opens.

[Learn more and save the date](#)

Partner Offering Spotlight: Supply Chain Analytics

UW–Madison has a wide breadth of professional development courses offered each year, diving into a variety of topics. Here is one upcoming event in particular that we thought may interest you.

Supply Chain Analytics **April 21–22, 2026**

Organizations increasingly rely on data & analytics to guide supply chain and operations decisions, but many still struggle to turn data into meaningful action. In this course led by Ralph Asher, Founder of Data Driven Supply Chain (in partnership with UWEBC Practice Director Jenny Patzlaff), participants will explore how to apply advanced data methods to real-world supply chain initiatives. Attendees will learn key considerations for analyzing supply chain data and begin developing optimization models in R to optimize and design supply chain networks. Supply chain professionals, operational leaders, data scientists, and technical team members are especially encouraged to attend.

UWEBC members receive a 20% discount.

[Learn more and register](#)

Upcoming UWEBC Events

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

April 9: The Procurement Predicament: Balancing Transactional, Relational and Value

Procurement Peer Group

Discuss practical ways procurement teams can balance day-to-day transactions, supplier relationships, and long-term value creation without losing focus.

[More information and register »](#)

April 16: Measuring What Matters - Offered both in person and online!

Customer Experience Peer Group

Bridge the linguistic divide between customer 'happiness' and hard financial reality by mastering the transition from traditional metrics to the meaningful, moment-based outcomes that prove CX is a strategic, profit-generating engine.

[More information and register »](#)



April 16: Ground Truth: AI for Business Summit - IN PERSON ONLY.

Hosted by the Wisconsin School of Business AI Hub

Open to non-members!

This Summit is a two-day in-person event focused on how artificial intelligence is transforming business beyond experimentation and hype. UWEBC members get a 40% discount!

[More information and register »](#)



April 21: When Things Go Wrong: Cyber Incident Resources in Wisconsin

Cybersecurity Special Interest Group

This session provides an overview of Wisconsin's cyber incident response ecosystem and how organizations can leverage public, private, academic, and nonprofit resources to prepare for and respond to significant cyber events.

[More information and register »](#)

April 23: Product Operating Models: Structuring How You Deliver Value

Product Management Special Interest Group

How organizations structure decision rights, team accountability, and cross-functional coordination to deliver continuous value as technology reshapes products and industries — and what the shift from project thinking to product thinking really demands. This session brings UWEBC practitioners together to share frameworks, challenges, and cross-industry experiences within Wisconsin's technology-intensive companies.

[More information and register »](#)

April 24: Executive Roundtable on Current and Emerging HR Issues

Human Resources Executives Group

This Executive Roundtable will serve as a virtual huddle for HR leaders from UWEBC member companies to have candid discussions about current and emerging HR issues and challenges. Participants can gain valuable insights and actionable ideas based on the experiences and approaches of other HR leaders.

[More information and register »](#)

April 30: Reinventing Your Tech Career in the Age of AI

Technology Peer Group

This session explores what career reinvention looks like in a world where generative AI, automation, data platforms, and intelligent workflows are becoming foundational capabilities.

[More information and register »](#)

May 12: Post-Close Advocacy: Turning Customers into Your Strongest Sellers

Lead Generation and Sales Special Interest Group

Discover how to turn satisfied customers into a structured advocacy engine that drives retention, expansion, and measurable brand credibility long after the deal is closed.

[More information and register »](#)

May 13: Last Mile and Customer Delivery Expectations: Adapting Logistics & Distribution Strategies to Meet Evolving Service Levels and Cost Constraints

Logistics and Distribution Peer Group

Discuss practical ways logistics teams can adjust last-mile delivery strategies to meet rising delivery expectations while managing cost pressure.

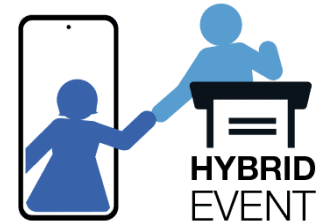
[More information and register »](#)

May 14: Change Leadership: The Visionary Force Behind Transformation - *Offered both in person and online!*

Leadership and Change Management Group

The conversation will focus on how leaders need to shift from directing work to stewarding transformation and coaching people through continuous change. This requires expanded capabilities (e.g., self-awareness, resilience, empathy, and cognitive flexibility) that enable leaders to sustain engagement, build trust, and guide teams through ongoing transformation.

[More information and register »](#)

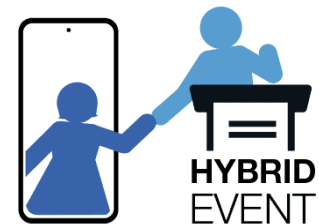


May 21: Leadership Alignment: On the Mission and Value of Marketing - *Offered both in person and online!*

Marketing Peer Group

Stop letting marketing be reduced to "promotion." Learn how to communicate its full strategic value across all 7Ps to your CEO and leadership team.

[More information and register »](#)



June 1: 5th Annual Wisconsin Digital Symposium - *Offered both in person at Lambeau Field in Green Bay and online!*

There's no better place to talk transformation, innovation, and performance than a venue built on excellence. Attend in person for an unforgettable experience at the iconic Lambeau Field, or join virtually from anywhere to hear how leading organizations are leveraging digital strategy, data, AI, and emerging technologies to drive measurable results.

Your registration includes complimentary access to an **Innovation Showcase** immediately following the event, and to the **Wisconsin Manufacturing Summit** the following day, giving you two days of insight, connection, and momentum across digital and manufacturing leadership.

Don't just keep up with change. Come be part of what's driving it in Wisconsin.

A promotional banner for the Wisconsin Digital Symposium. The background is a blue sky with clouds and a blurred image of Lambeau Field. At the top, 'WISCONSIN' is written in white on a red rectangular background, followed by 'DIGITAL SYMPOSIUM' in white on a red rectangular background. Below this, the date 'June 1st, 2026' is on the left, and 'Join us at Lambeau Field in Green Bay, WI or online!' is on the right. A cartoon penguin is on the left. A red banner on the right says 'Early Bird Pricing ends April 15'. Below that, pricing is listed: 'Members: \$220 In Person | \$120 Virtual' and 'Non-Members: \$270 In Person | \$170 Virtual'. At the bottom, 'Register now!' is written in large white letters. The UWEC logo is in the bottom right corner.

Register now

[View the full event calendar](#)

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