

If this email was forwarded to you, we'd love to have you on our list! Our newsletter is distributed on the first Wednesday of each month. [Join now](#).



UWEBC Newsletter

Features and upcoming events

August 2026

Five Tracks, One Premier Learning Event

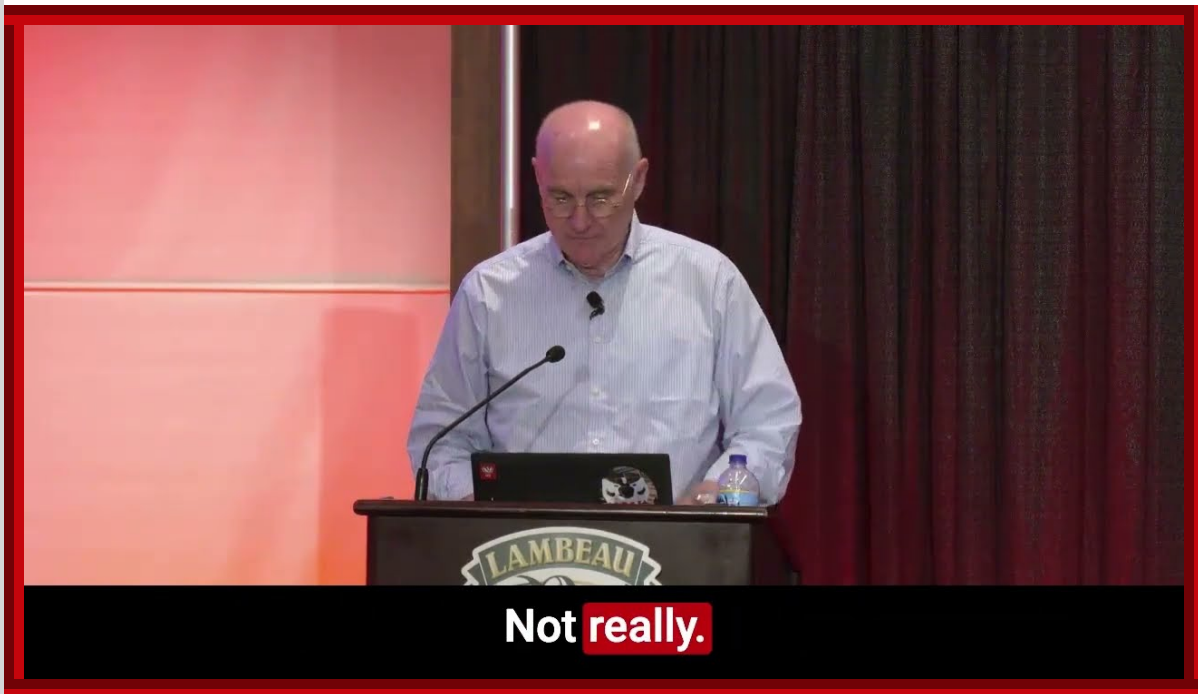


We are putting the finishing touches on an exciting speaker lineup across five dynamic tracks: Customer Service, Marketing, People, Supply Chain, and Technology. Featuring experienced business leaders, real-world sponsor case studies, and inspiring keynote speakers, this year's conference will deliver practical ideas and fresh perspectives that attendees can apply immediately. From emerging technologies to evolving business models, every session is designed to help you anticipate change, solve current challenges, and move your organization forward. **Early bird pricing ends August 31**, so register soon to secure the best rate.

Organizations sending larger teams are encouraged to take advantage of our **group registration discount** for 10 or more participants, making it easier to bring cross-functional colleagues together for a shared experience they can carry back into their work.

Register before August 31

Wisconsin Digital Symposium Sessions Now Available On Demand!



Click on the image above to play the video clip.

The greatest value of the 2026 Wisconsin Digital Symposium is in what happens after the event, as organizations put new ideas into practice by scaling digital initiatives, aligning technology with business priorities, and strengthening collaboration across teams. After hearing how member companies have continued the conversations and applied insights from the symposium, we wanted to extend that value to the entire UWEBC community. **All session recordings are now available on UWEBC+ for our valued members to stream on demand.** Whether you want to view key takeaways on pioneering digital transformation, explore emerging research on technology, or bring practical insights to your team, the full symposium experience is now available.

Stream on demand

Shawn Belling Brings Agile Insight to the UWEBC Community

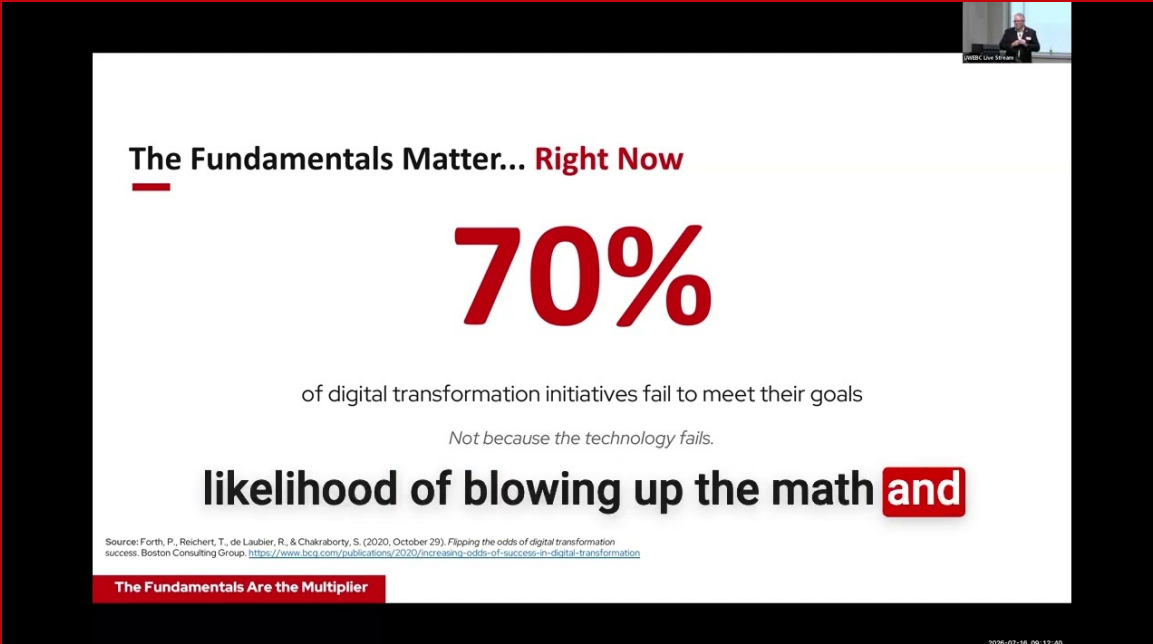
Meet Shawn Belling, UWEBC's Agile Practice Director in Residence. With more than 30 years of industry experience and a passion for helping organizations successfully deploy and operate Agile methodologies, Shawn is helping members connect academic insight with real-world business practice. In this Q&A, he shares how he's helping to bridge academic insight and industry practice, how the field is evolving, and what he hopes to explore with the UWEBC community this year.



[Read the full story](#)

Operational Excellence: Quality and Continuous Improvement

Operational excellence provides the foundation for successful automation, artificial intelligence, and digital transformation. At UWEBEC's July 16 Manufacturing Special Interest Group, leaders from **Plexus**, **Caterpillar**, **Husco**, **Schuetz Inc.**, **UW-Stout**, **UW-Madison**, **Purcote**, and **Secchi** shared how strong cultures, disciplined processes, workforce development, and continuous improvement help organizations turn technology investments into meaningful and lasting business results.



The Fundamentals Matter... **Right Now**

70%

of digital transformation initiatives fail to meet their goals

Not because the technology fails.

likelihood of blowing up the math and

Source: Forth, P., Reichert, T., de Laubier, R., & Chakraborty, S. (2020, October 29). Flipping the odds of digital transformation success. Boston Consulting Group. <https://www.bcg.com/publications/2020/increasing-odds-of-success-in-digital-transformation>

The Fundamentals Are the Multiplier

2020-07-16 09:12:40

Click on the image above to play the video.

Read the full recap to learn what members discussed and how organizations are turning technology investments into meaningful and lasting business results.

Read the full story

Register Today: Agentic AI Forum

Ground Truth: Agentic AI Forum

Hosted by the AI Hub for Business | September 18, 2026

Mark your calendar for the **Agentic AI Forum**, hosted by the Wisconsin School of Business on **Friday, September 18**. Designed for business leaders exploring how to put AI to work, this one-day event will examine what AI agents are, how organizations are developing strategies around them, and how to deploy and manage them responsibly. The program will feature presentations, lightning talks, and panel discussions with industry leaders and Wisconsin School of Business faculty, including George Hanson, EVP of Ecommerce at Mattress Firm, and Phil Lindemann, VP of Data and Research at Epic Systems. Attendees will also have opportunities to connect with members of the AI Hub Executive Advisory Board and network with peers.

Register before September 18

Partner Offering Spotlight: Emotional Intelligence for Leaders: From Insight to Impact

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.

Emotional Intelligence for Leaders: From Insight to Impact **September 22 - October 6, 2026, Virtual**

This emotional intelligence training for managers focuses on the actions and practical tools that can build an E.I. culture within teams. Leaders with high EQ possess empathy and self-awareness, enabling respectful, effective, and creative collaboration even when the going gets tough. Emotionally intelligent teams are better equipped to solve problems, adapt to change, work together more effectively and achieve greater productivity. It starts at the top. Develop the advanced skills needed to build emotional intelligence for yourself and for your team by signing up today.

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.

August 14: Cybersecurity Meets AI - Risk & Resilience in the Age of Intelligent Systems

Cybersecurity Special Interest Group

Learn how to secure AI-enabled organizations while supporting innovation, resilience, and responsible adoption.

[More information and register »](#)

August 19: Technology in Trade Compliance: From Automation to AI

Trade Compliance Special Interest Group

Discuss practical ways trade compliance teams can use technology, automation and AI to reduce manual work, improve accuracy, and support better trade compliance decisions.

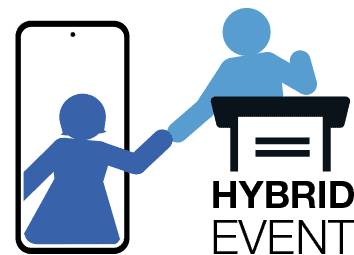
[More information and register »](#)

August 20: Closing the Loop - Turning Usage Data into Experience Improvement

Customer Experience Peer Group

Join this session to explore how closing the loop can transform scattered insights into better experiences and stronger outcomes.

[More information and register »](#)



August 28: 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, peer-driven conversations about current and emerging HR issues and challenges.

[More information and register »](#)

September 2: AI at Scale: From Pilots to Platforms

Data and AI Peer Group

This session will explore what it takes to transition from promising pilots to sustainable AI platforms that create measurable business value.

[More information and register »](#)

September 15: AI-Augmented Sellers: Leveraging Copilots for Smarter Engagement

Lead Generation and Sales Special Interest Group

Discover practical, real-world ways to use AI tools for research, outreach, account planning, and follow-up, while building the skills and governance needed to drive adoption and results.

[More information and register »](#)

September 17: Team Architecture: Designing Structure for Strategy & Execution

Product Management Special Interest Group

Explore how leading organizations are designing product teams that improve collaboration, clarify ownership, and accelerate value delivery.

[More information and register »](#)

September 17: Freight Cost and Capacity

Logistics and Distribution Peer Group

Join us **in person in Green Bay** and learn from member company Schneider where industry analysts anticipate the transportation industry is headed this fall and into 2027 and share insights and trends with other UWEBC members.

[More information and register »](#)



September 22: Creative Strategy in the Age of AI: Blending Human Imagination with Machine Intelligence

Marketing Peer Group

Discover how to combine human imagination with AI to create smarter, faster, and more impactful creative strategies without losing your brand's unique voice.

[More information and register »](#)

September 24: Strengthening Human Capabilities

Talent and Learning Peer Group

Explore how developing adaptability, collaboration, and emotional intelligence through critical conversation enhances performance and trust.

[More information and register »](#)

[View the full event calendar](#)

Join a LinkedIn Group and stay connected

[UWEBC Customer Service](#)

[UWEBC Technology](#)

[UWEBC Marketing](#)

[UWEBC Supply Chain](#)

[UWEBC Human Resources Executives](#)



UWEBC

University of Wisconsin–Madison

601 University Avenue | Madison, WI 53715

info@uwebc.wisc.edu