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UWEB Newsletter

Features and upcoming events

February 2026

Practical CX Insights to Drive Real Results

Customer experience is evolving fast, and on **March 10, 2026**, the **Wisconsin Customer Experience Symposium** brings the CX community together—in person at the iconic Memorial Union in Madison and virtually from anywhere—to explore what's actually working in organizations today. This one-day event delivers **practical, real-world insights across the full CX ecosystem, from culture and competencies to technology, tools, and innovation**, all designed to help you take meaningful action.

A promotional graphic for the Wisconsin Customer Experience Symposium. It features a red background with white abstract swooshes. At the top left is the symposium logo: a red circle with a white 'W' and the text 'Wisconsin Customer Experience Symposium'. Below the logo is a grid of six headshots of speakers, arranged in two rows of three. The top row includes Ty Givens and Jeff Toister. The bottom row includes Siva Balu, Nicole Joraanstad, Chris Neuharth, and Lisa Pavelski. At the bottom left, it says 'Sponsored by: CCMC NiCE' with the logos for CCMC (customer care measurement & consulting) and NiCE.

This year's program features keynote speakers **Ty Givens**, a CX leader with more than 20 years of experience transforming customer support into a growth engine at companies like Intuit, See's Candies, and Thrive Market, and **Jeff Toister**, bestselling author of *The Service Culture Handbook* and one of the most trusted voices in customer service today. You'll also hear from a panel of CX leaders, including **Siva Balu** (Quartz Health Solutions), **Nicole Joraanstad** (TDS), **Chris Neuharth** (Children's Wisconsin), and **Lisa Pavelski** (TruStage).

Registration is now open. Join a vibrant community of CX leaders, practitioners, and innovators shaping the future of customer experience.

[Learn more and register now](#)

Welcome Our Newest Member Companies: FTI, Oracle, and Twin Disc



We're excited to welcome three new organizations to the UWEBC community, each bringing valuable expertise, perspective, and opportunities for collaboration.

FTI

FTI brings a values-driven approach rooted in a Culture of Belonging, safety, and community impact. Through EnTech Solutions, Excellerate, and Faith Technologies, FTI is shaping the future of engineering, manufacturing, and energy.

Oracle

Oracle joins the UWEBC community with deep expertise in enterprise technology and AI, delivering an integrated technology stack that helps organizations across industries solve complex business challenges.

Twin Disc

With more than 100 years of leadership in power transmission technology, Twin Disc delivers innovative mechanical, hybrid, and electric solutions for off-highway and marine markets, strengthening UWEBC's manufacturing community.

We look forward to learning from and collaborating with these new members as part of our community. Be sure to say hello when you see someone from one of these organizations at an upcoming UWEBC event!

Save the date for the 2026 Wisconsin Digital Symposium



Keynote
Speaker

ÁINE DENARI

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

June 1, 2026
Lambeau Field, Green Bay, WI,
or Online

WISCONSIN DIGITAL SYMPOSIUM

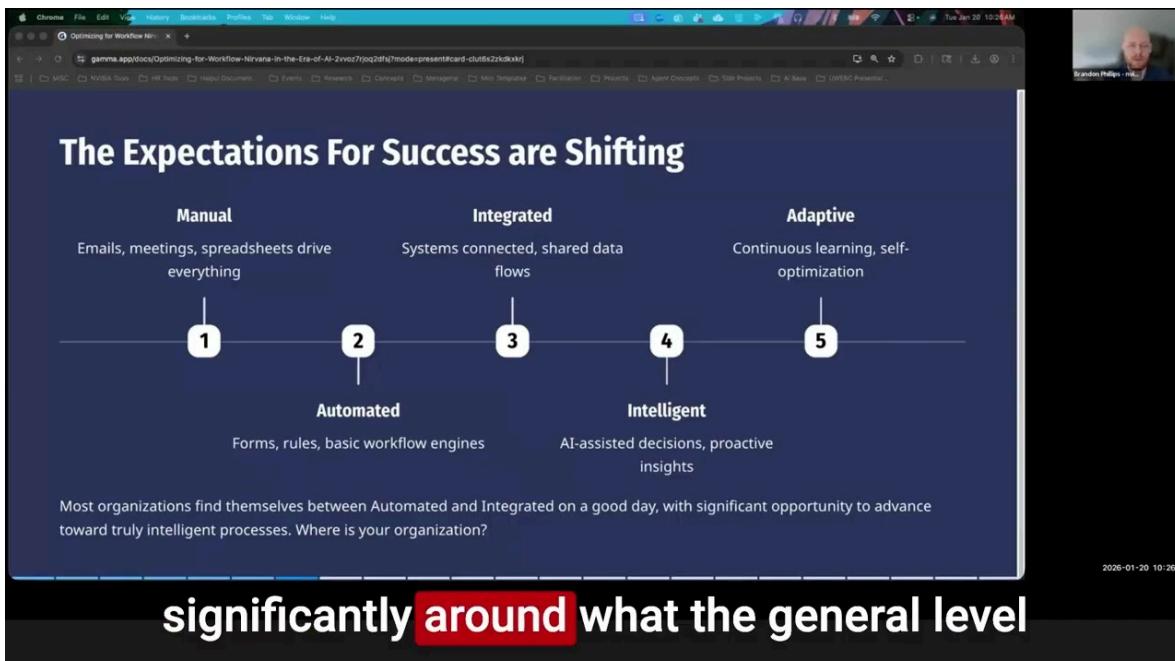
From our first announced keynote speaker, **Áine Denari**, Executive Vice President and President of **Navico Group** and **Brunswick** Chief Technology Officer, attendees can expect practical insights, peer-driven conversations, and real-world examples grounded in today's organizational challenges. While registration isn't open just yet, be sure to save the date, June 1, and sign up to be notified as soon as registration opens.

Spots are expected to fill quickly, and you won't want to miss what's ahead!

[Learn more and save the date](#)

On **June 1**, UWESBC will convene technology, data, and digital leaders at the iconic **Lambeau Field in Green Bay** (also available virtually) for a reimaged **Digital Symposium**, co-located with the Wisconsin Drives Manufacturing Summit the following day. Digital leaders will explore how organizations are operationalizing digital capabilities to drive measurable outcomes across the broader ecosystem.

Intelligent Collaboration and Digital Workflows



The Expectations For Success are Shifting

Manual	Integrated	Adaptive
Emails, meetings, spreadsheets drive everything	Systems connected, shared data flows	Continuous learning, self-optimization
1	2	3
Automated	Intelligent	
Forms, rules, basic workflow engines	AI-assisted decisions, proactive insights	
Most organizations find themselves between Automated and Integrated on a good day, with significant opportunity to advance toward truly intelligent processes. Where is your organization?		

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significantly around what the general level

Click on the image above to play the video.

Our January 20 Technology event brought members together to explore how organizations can build smarter, more effective digital processes through intelligent collaboration. **Heidi Rozmiarek**, UWEB's Technology, Data & AI Practice Director, framed the conversation around common challenges like disconnected data, unclear ownership, and the importance of designing automation that supports how people work. Speakers from **nvisia (Brandon Phillips and Danny Altosino)**, **Husco (Be Ware)**, and **Ideal Industries (Lori Anderson and Doug McMartin)** shared real-world perspectives that reinforced a common theme: successful AI and automation efforts depend on strong governance, clear process ownership, and cross-functional alignment.

Across examples and discussion, attendees walked away with practical insights on scaling AI responsibly, measuring value beyond immediate financial impact, and creating the right organizational foundations to support innovation over time. The session underscored that meaningful progress in intelligent collaboration isn't about adopting the latest tools; it's about building the structure, culture, and connections that allow those tools to deliver real value.

[Read the full story](#)

Partner Offering Spotlight

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.

Operational Excellence: Strategies for Transforming Manufacturing Performance

February 25-26, 2026, Online

Operational excellence (OpEx) is the foundation of sustainable success in modern manufacturing. It transcends individual tools, isolated improvement projects, or short-term cost-cutting initiatives. This two-day course is designed specifically for experienced manufacturing professionals who are ready to elevate their impact. It equips participants to move beyond basic tools and methods toward mastering integrated OpEx strategies that work across functions, sites, and value streams.

UWEBC members receive a 20% discount.

[Learn more and register](#)

Upcoming UWEBC Events

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

February 10: Breaking Down Silos: S&OP Cross-functional Collaboration

Supply Chain and Manufacturing

Discuss practical ways S&OP teams can work together more collaboratively across the organization to improve communication and make faster, better decisions.

[More information and register »](#)

February 12: Unified Revenue Strategy: Breaking Silos to Drive Expansion and Long-Term Growth

Lead Generation and Sales Special Interest Group

Join us for a practical discussion on breaking down silos across the revenue lifecycle and building an integrated strategy that accelerates expansion and strengthens customer journeys.

[More information and register »](#)

February 19: Driving Growth Through Service: From Support to Strategic Value

Customer Service Peer Group

Move beyond common operational fixes and unearth the profound structural challenges that impede corporate growth. In a trusted environment where we prioritize experience before opinion, you will collaboratively address critical issues, such as defining clear financial mandates for service and aligning incentives across your organizational functions.

[More information and register »](#)

February 24: Measuring Business Value, Not Activity

Agile Special Interest Group

This session will unpack how to shift from measuring activity to measuring true business impact, giving teams clearer alignment, stronger storytelling, and a more strategic view of success.

[More information and register »](#)

February 25: Technology and AI-Enabled Change Initiatives: Accelerating Adoption and Transforming the Modern Organization

Leadership and Change Management

Explore how technology and AI-powered insights, content automation, and workflow tools are dramatically improving the speed and success rate of change initiatives.

Participants will learn how today's most effective transformation offices are using AI to scale communications, enhance stakeholder engagement, and increase workforce adoption, while reducing time, cost, and burnout across change teams.

[More information and register »](#)

March 3: Supply Chain Career Development - *Offered both in person and online!*

Supply Chain and Manufacturing

This event looks at why career growth can stall in busy supply chain environments and how small, consistent actions from leaders can make a big difference.

[More information and register »](#)





March 10: Wisconsin Customer Experience Symposium

This one-day program will bring together industry experts, thought leaders, and CX professionals to dive into the strategies, practices, and innovations shaping the future of customer experience. From culture and competency to technology and tools, you'll gain actionable insights to help your organization deliver more meaningful, effective, and impactful customer interactions.

[More information and register »](#)

March 12: The Human Side of Data & AI Literacy

Technology Data and AI

This event explores how organizations can build the mindset, skills, and trust required for employees to confidently engage with data and AI, ensuring that human capability grows alongside technological advancement.

[More information and register »](#)

March 17: Personalized Learning and Delivery Modes

Talent and Learning

Explore how AI-driven customization and the right mix of online and in-person training accelerate workforce upskilling.

[More information and register »](#)

March 17: Timely Trade and Tariff Topics - IN PERSON ONLY

Supply Chain and Manufacturing

Discuss tariff and trade compliance priorities and challenges with fellow members and the broader trade community. This event is offered in person in Madison, WI, only.

[More information and register »](#)



IN PERSON

March 26: Digital Transformation in Manufacturing

Supply Chain and Manufacturing

This session will discuss and clarify what digital transformation means today for manufacturing leaders and where organizations most often struggle to convert technology investments into operational results.

[More information and register »](#)

[View the full event calendar](#)

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