



# UWEBC Newsletter

Features and upcoming events

January 2025

**Happy New Year from UWEBC!**



May the new year bring meaningful connections and moments of happiness with loved ones. We're thankful to have you as part of our vibrant community, and we look forward to growing, learning, and achieving together in the year ahead. We hope that you all are just as excited as we are for this new year!

[Plan your year with us](#)

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## Welcome new member C.H. Robinson



**C.H. ROBINSON**

Founded in 1905, **C.H. Robinson** is one of the world's largest logistics companies, with \$22 billion in freight under management and 2023 total revenues of \$17.6 billion. They provide freight transportation and logistics, managed solutions, produce sourcing, and information services to more than 90,000 customers through a network of offices in North America, South America, Europe, Asia, and Oceania. To meet their customers' freight needs, they partner with the more than 450,000 worldwide transportation providers on their platform, including contract motor carriers, railroads, air freight carriers, and ocean carriers. With the service and dedication of 15,000 employees, their performance-driven culture, and their proven track record of success, they've built a strong reputation as an industry leader.

We are so happy to have C.H. Robinson in our UWEBC Community. Welcome!

## Tech Trends 2025 Highlighting Industry 4.0



*Click on the image above to play the video.*

On December 5, 2024, our UWEEBC Technology Peer Group hosted an event on Tech Trends 2025, highlighting Industry 4.0. Led by Technology Practice Director Heidi Rozmiarek, this event featured speakers from Microsoft, the University of Wisconsin, and INTEGRATE Robotics, and showcased cutting-edge technologies with hands-on demos in robotics, virtual reality, and augmented reality, highlighting their transformative business applications.

[Read the full story](#)

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## Will we see you at the first-ever Wisconsin Customer Experience Symposium?



Don't miss your chance to be part of the inaugural Wisconsin Customer Experience Symposium on **March 11, 2025, from 8:30 am–12:30 pm CST!** This virtual event will bring together industry experts and CX professionals to share insights, strategies, and innovations that elevate customer experience. With engaging keynote speakers, dynamic panel discussions, and inspiring lightning sessions, you'll gain practical tools to enhance CX strategies and drive business success.

We are currently in our Early Bird Pricing period until **January 27**, during which both members and non-members can save \$100 on registration.

Whether you're a CX professional, marketing leader, or strategist, this symposium is your opportunity to learn, connect, and lead in the evolving world of customer experience.

**Register now to secure your spot!**

[Learn more and register](#)

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## 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.

### **Organizational Agility in Digital Transformation: Designing and Leading Change**

*March 18-20, 2025, In person at the Pyle Center in Madison, WI, or Live Online*

This course is structured to support small teams and individual leaders to build their capacity and planning for Industry 4.0. There will be ample time for application of concepts, case study analysis, planning, and feedback from both instructor and participants. [Learn more.](#)

Interested in this course but still have questions? Join our upcoming Live Discussion with Course Instructor, Dr. Sara Kraemer, to explore the content ahead of time. Participation is free! Live Discussion – January 14, 2025 | 11am - 12pm (CT) [Reserve your seat and find out if this course is right for you and your organization .](#)

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## Upcoming UWEBC Events

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

### **January 23: Unleashing the Future: Hyperautomation Meets Agentic AI for Intelligent Transformation**

*Technology Peer Group*

Dive into the cutting-edge convergence of hyperautomation and agentic AI, where advanced technologies are transforming business operations and driving significant growth. Explore how these innovations are reshaping industries, enabling organizations to achieve unprecedented levels of efficiency and intelligence.

[More information and register »](#)

### **January 28: Avoiding Change Fatigue: Keeping Sight of Humans with Ongoing Change (Hybrid Event)**

*Leadership and Change Management Interest Group*

Discuss with fellow UWEBC members some practical ways to help teams navigate overlapping changes while staying motivated and productive.

[More information and register »](#)



### **January 30: Lead Generation and Sales**

#### *Lead Generation and Sales Special Interest Group*

Ready to take your B2B Lead Generation and Sales strategies to the next level? Join us on January 30th for the next session in this exciting new series! This virtual event is all about helping you and your team bridge the gap between marketing and sales, tackle lead generation challenges, and walk away with practical ideas you can use right away—all from the convenience of your own office.

[More information and register »](#)

### **February 4: Supply Chain Resilience and Agility**

#### *Supply Chain Peer Group*

Discuss strategies with fellow UWEBC members to make supply chains more flexible and respond faster in the face of disruption.

[More information and register »](#)

### **February 11: Metrics That Matter: Letting Purpose Focus Analytics**

#### *Data & Analytics Interest Group*

In today's data-driven world, getting lost in metrics that measure everything but tell us nothing is easy. Join this interactive, cross-functional learning event to explore how aligning analytics with purpose can drive clarity, decision-making, and meaningful business outcomes.

[More information and register »](#)

### **February 14: Executive Roundtable on Current and Emerging HR Issues**

#### *Human Resources Executives Interest Group*

Share and discuss pressing issues and hot topics with fellow HR leaders and take away actionable ideas.

[More information and register »](#)

### **February 20: Committing to Quality: Strong Customer Service Operations (Hybrid Event)**

#### *Customer Service Peer Group*

Join us to focus on optimizing Quality Monitoring, Workforce Management, and Training to deliver exceptional service. Don't miss this opportunity to collaborate with peers, gain actionable insights, and elevate your customer service operations to the next level!

[More information and register »](#)



### **February 28: Customer Journey Mapping: Creating Seamless Experiences in B2B and B2C (Hybrid Event)**

#### *Marketing Peer Group*

Unlock the strategies and tools needed to transform customer interactions into seamless, engaging experiences that drive loyalty and measurable business results.

[More information and register »](#)

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[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.

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## Join a LinkedIn Group and stay connected

[UWECB Customer Service](#)

[UWECB Information Technology](#)

[UWECB Marketing](#)

[UWECB Supply Chain](#)

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