



UWEEBC Newsletter

Features and upcoming events

January 2026

Happy New Year! Here's what to get excited about in 2026

As we head into the new year, we're excited about what's ahead: **fresh conversations, practical insights, and new ways to connect across our community.** The year is already off to a strong start with January and February events designed to reflect how work really happens today: across functions, teams, and priorities.

We kick things off on January 20 with **Intelligent Collaboration and Digital Workflows**, followed by **Supply Chain Analytics: Optimization and Network Design** on January 22. Marketing and CX leaders can look ahead to January 27, when we'll explore **The Rise of Generative Search** and what a post-SEO era means for strategy. We close out the month on January 30 with our **HR Executives Group New Year Roundtable**, focused on current and emerging people challenges.



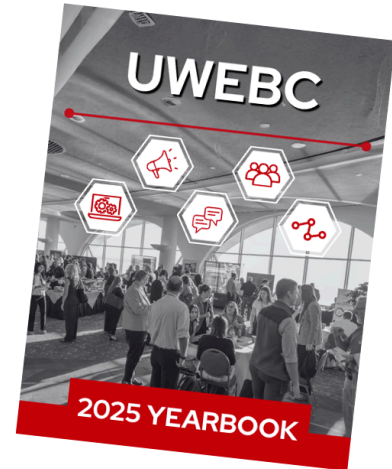
These events reflect an important evolution at UWEBC as we transition to four Focus Areas: Customer Experience & Marketing; Supply Chain & Manufacturing; Technology, Data & AI; and People, supported by Practice Directors in Residence (learn more about them below!) to ensure programming stays relevant and actionable.

[Learn more and register now](#)

Catch up on 2025 topics with the UWEBC Yearbook

As we turn the page on another remarkable year of collaboration, learning, and shared success, we're thrilled to highlight a new special project that brings it all together: **The UWEBC 2025 Yearbook!**

Over the past year, members from UWEBC came together to share thoughts, build relationships, and grow both professionally and personally. From engaging peer group discussions to thought-leading sessions and significant events, the Yearbook captures the people, ideas, and moments that made 2025 a special year.



This Yearbook isn't just a recap, it's a celebration of the creativity, dedication, and community that defines UWEBC. From spotlighting standout members and their achievements to offering exclusives looks of different events and practice areas, it brings the stories of our network to life. Whether you attended in person, participated virtually, or supported UWEBC from afar, there's something inside for everyone to enjoy and reflect on.

Check out the Yearbook and relive the moments that made 2025 unforgettable!

UWEBC Practice Directors in Residence: Deep expertise for a more specialized world



As UWEBC enters its next phase, we are intentionally evolving how we design and deliver learning. Alongside our four new Focus Areas—Customer Experience & Marketing; Technology, Data & AI; Supply Chain & Manufacturing; and People ([you can learn more about those here](#))—we are welcoming seasoned leaders who will help shape, guide, and enhance our programming: our **Practice Directors in Residence**.

Practice Directors in Residence are recognized experts in their respective fields who partner closely with the UWEBC team to ensure our learning remains relevant, practical, and impactful. Each of these Practice Directors in Residence brings deep, hands-on experience and a strong understanding of the real-world challenges leaders are navigating today.

We are honored to have David Dwight, Dave Schroeder, Shawn Belling, Jim Rink, Jason Voiovich, Spencer X. Smith, Jennifer Anderson, and Dennis Armstrong as our first Practice Directors in Residence.

Learn more about them here

Experience what's next in CX: The Wisconsin Customer Experience Symposium 2026



The Wisconsin Customer Experience Symposium returns on **March 10, 2026**, and this year's event is bigger and more accessible than ever, with a new hybrid format. Join other CX leaders in person at the Memorial Union in Madison or virtually from anywhere for a full day of **inspiration, ideas, and practical takeaways**.

The symposium will feature exciting keynote speeches from leaders **Ty Givens** and **Jeff Toister**, lively panel discussions led by panelists **Nicole Joraanstad** and **Chris Neuharth**, and fast-paced lightning sessions showcasing real-world CX strategies and innovation.

Participants will gain practical insights into creating customer-centric cultures, integrating technology and data, and enhancing customer loyalty. Whether you join in person or virtually, this event offers opportunities to connect with peers, exchange ideas, and explore the tools and practices that are shaping the future of customer experience.

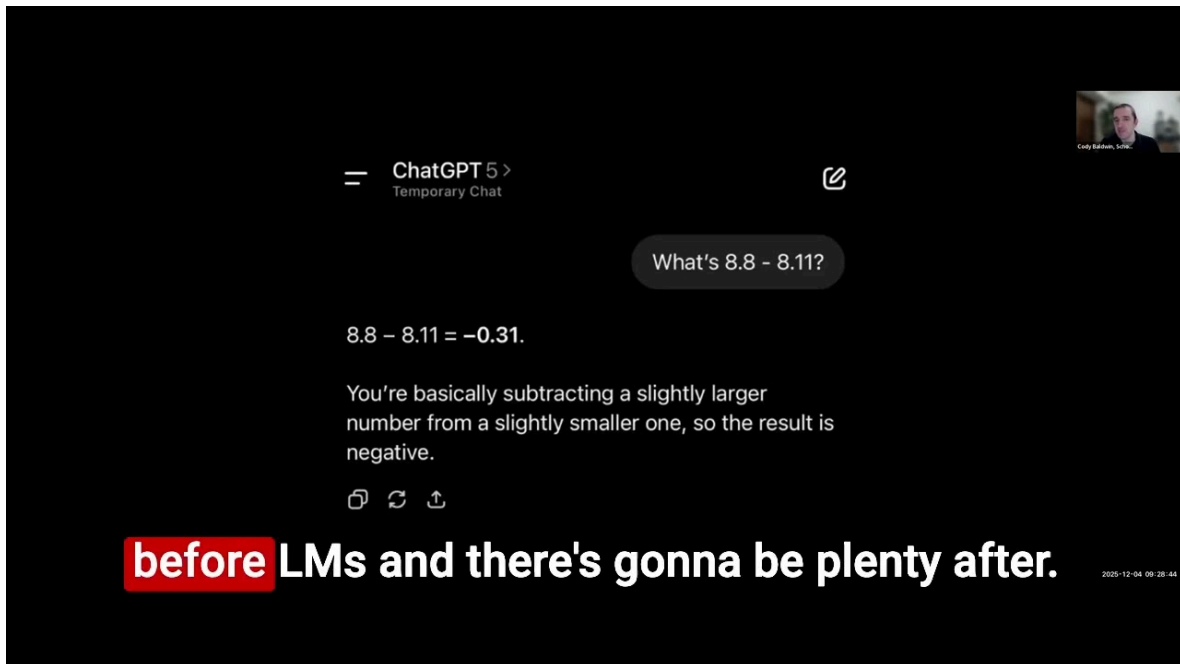
We are currently offering Early Bird Pricing, which ends on January 31st.

During this time, both members and non-members are eligible for discounts on registration! Do not pass up the opportunity to participate in our CX Symposium.

Secure your position today, take advantage of early-bird pricing, and become part of a community of CX professionals influencing the future of customer experience.

[Learn more and register now](#)

Data & Analytics and AI: Navigating Common Dilemmas



Click on the image above to play the video.

On December 4, 2025, the UWEBC hosted an event focused on one of the most pressing challenges facing organizations today: how to innovate boldly with AI while maintaining responsible governance. Featuring speakers from the **Wisconsin School of Business, American Family Insurance, Alliant Energy,** and **Neudesic** (an IBM Company), this highly-attended virtual event brought together nearly 150 participants from close to 50 member companies for a morning of expert insights, candid practitioner stories, and interactive discussion.

The session opened with remarks from Doug, who framed the day around the growing tension organizations face: innovation versus oversight, speed versus safety, performance versus transparency, and AI autonomy versus human judgment. He emphasized that while AI is accelerating rapidly, most companies are still early in their journey, making this a critical moment to learn from peers, share dilemmas, and build intentional strategies for the future.

[Read the full story](#)

Upcoming UWEBC Events

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

January 20: Intelligent Collaboration and Digital Workflows

Technology Peer Group

Explore how organizations are leveraging intelligent collaboration tools and streamlined digital workflows to enhance productivity, connectivity, and business performance.

[More information and register »](#)

January 22: Supply Chain Analytics: Optimization and Network Design

Supply Chain and Manufacturing

Join small group breakouts to discuss supply chain data challenges with fellow members and how to connect technical analysis to supply chain decision-making.

[More information and register »](#)

January 27: The Rise of Generative Search: Preparing for a Post-SEO Era

Marketing Peer Group

Join us for a conversation on how generative search is reshaping discovery, and what marketing and digital leaders can do now to stay visible as SEO evolves.

[More information and register »](#)

January 30: Executive Roundtable on Current and Emerging HR Issues (New Year Edition)

HR Executives Group

Let's gather and set our agenda for the year ahead. We will save time to share and discuss pressing issues and hot topics with fellow HR leaders as well.

[More information and register »](#)

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

Join us for this **hybrid** peer learning event to move beyond common operational fixes and unearth the profound structural challenges that impede corporate growth.

[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

This session explores 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 »](#)

[View the full event calendar](#)

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