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# UWEBC Newsletter

Features and upcoming events

March 2025

## Registration now open for the 4th Annual Wisconsin Digital Symposium

# Register now!

# May 1, 2025

[go.wisc.edu/digital-symposium](https://go.wisc.edu/digital-symposium)

**WISCONSIN**

**DIGITAL SYMPOSIUM**



Registration is officially open for UWEBC's 4th Annual Wisconsin Digital Symposium, and we can't wait to welcome you! While we're still curating an inspiring lineup of speakers, we're excited to announce our first keynote:

### **Dr. Michael Proksch – Chief Scientist, AccelerEd**

Dr. Proksch is a distinguished AI and Data Executive with a track record of driving large-scale AI transformations and delivering multi-million-dollar business impact through cutting-edge innovations. As Chief Scientist at AccelerEd, he leads AI and data initiatives for the University of Maryland Global Campus on a global scale. A recognized thought leader in AI strategy and digital transformation, he has worked with Fortune 500 companies and co-authored *The Secrets of AI Value Creation*, providing strategic insights into AI's role in business success.

Expect engaging discussions, actionable takeaways, and valuable connections that will help you stay ahead in an ever-evolving industry. Whether you're looking to spark new ideas, explore emerging trends, or simply expand your network, WDS is the place to be.

**Space is limited, so don't wait—register today and be part of the conversation shaping the future of digital innovation!**

[Learn more and register now!](#)

## The Wisconsin Customer Experience Symposium is **next week!**



We're just **one week away** from the inaugural **Wisconsin Customer Experience Symposium on March 11, 2025**, from 8:30 am–12:30 pm CST! This virtual event is your opportunity to gain fresh strategies, practical tools, and forward-thinking innovations from industry experts and CX professionals—all designed to help you elevate customer experience.

With **engaging keynote speakers, dynamic panels, and inspiring lightning sessions**, the symposium promises actionable insights to help you stay ahead in today's fast-changing CX landscape. Whether you're a CX professional, marketing leader, or strategist, this is your chance to connect, grow, and shape the future of customer experience.

The countdown is on—register today and get ready to transform your approach to customer experience!

[Register now before it's too late!](#)

## UWECB Featured Member: **Tamara Fox from Sartori Company**

This month, we are thrilled to spotlight **Tamara Fox, Director of Sales & Operations Planning at Sartori Company!** We had the opportunity to connect with Tamara and gain valuable insights into the exciting work her team is doing and how you can apply key lessons learned at Sartori to elevate your own company's strategies.

Tamara highlights AI as the most significant trend shaping the supply chain landscape today. Tamara noted that many companies are still working to close foundational process and technology gaps before they can fully harness AI's potential. She is particularly excited about the possibilities AI offers in areas like demand sensing, real-time market data collection, procurement optimization, and parts availability—transforming the way businesses operate.



[Read the full story](#)

## Metrics That Matter: Letting Purpose Focus Analytics



Click on the image above to watch the video.

On February 11, 2025, UWEBC hosted an enlightening Data and Analytics event, *Metrics That Matter: Letting Purpose Focus Analytics*. Led by Technology Practice Director Heidi Rozmiarek and Customer Care Practice Director Matthew Cone, the event explored the critical role of aligning data with business strategy to drive meaningful decision-making. With insights from expert speakers **Nishant Upadhyay** (Vice President of Data & Analytics at **UW Credit Union**) and **Kory Weisman** (Director of Global Commercial Excellence at **Clarios**), as well as interactive discussions, attendees gained practical frameworks for transforming data into actionable intelligence.

[Read the full story](#)

## Welcome new member nvisia



Please join us in welcoming our newest member, [nvisia](#)!

nvisia is a trusted technology modernization and software innovation partner, helping businesses evolve through an integrated transformation approach. Operating out of Chicago and Milwaukee, they bring over 30 years of expertise in engineering scalable platforms, data-driven intelligence, and AI-powered decision-making—all while ensuring their clients' teams are equipped to sustain long-term success.

They take pride in not just delivering solutions, but enabling their clients to own and extend them. By integrating customer and user experience, software product development, DevSecOps & platform engineering, and AI, ML, and data, nvisia creates composable, future-proof architectures that drive real business impact. Their pragmatic, hands-on approach ensures that transformation isn't just a buzzword—it's a continuous journey of modernization, scale, and intelligence.

We are so pleased to have nvisia as part of our UWEBC Community! Welcome!

## Exploring IT & OT Convergence: Free Tech Event in Madison on March 18!

Join us in Madison on **March 18, 2025**, for a **free Wisconsin Technology Association event** exploring the convergence of IT and Operational Technology (OT). Held at the Findorff Office (300 S Bedford St) from 2:00–6:00 pm, the session will tackle key questions on security, workforce transitions, and leveraging data for future innovation, followed by networking with appetizers and beverages. IT practitioners attend free! Don't miss this chance to connect and stay ahead in the evolving tech landscape—register now!

[Learn more and register](#)

## WMEP Manufacturing Matters!



WMEP Manufacturing Solutions is excited to announce the **27th Annual Manufacturing Matters! Conference**, taking place on **April 9, 2025**, at the Brookfield Conference Center. This year's theme, "Limitless Performance," challenges Wisconsin manufacturers to break boundaries and unlock their full potential.

The conference will feature over 30 expert speakers, 12 sessions, and three focused tracks to provide actionable insights for manufacturers of all sizes. Keynote speakers include Dan Thurmon, founder of Motivation Works, Inc., who will share strategies for embracing change and achieving peak performance, and John Koskinen, Chief Economist for the Wisconsin Department of Revenue, who will discuss how economic trends are shaping the manufacturing landscape.

Don't miss out on this amazing opportunity to engage with industry experts, network with peers, and embark on a transformative journey that will inspire growth and innovation in your organization. Registration is open—learn more and register today at WMEP's website!

[Learn more and register](#)

*WMEP has been an outstanding partner to UWEBC for many years, and we're pleased to share information about their conference!*

## 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.

### Introduction to Inclusive Leadership

**April 15-17, 2025**

Refine your skills in relationship-building and learn how leading with curiosity and humility fosters trust and belonging within your team. Use activities and discussions to explore course concepts. Apply your learning to real-world scenarios so you can create an inclusive environment. [Learn more.](#)

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## Upcoming UWEBC Events

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

### March 4: Negotiating with Suppliers

*Procurement Peer Group*

Sharpen your negotiation skills, outmaneuver supplier challenges, and gain the upper hand in an unpredictable market—join us for this exclusive peer-driven session!

[More information and register »](#)

### March 11: Wisconsin Customer Experience

**Symposium**

This virtual symposium will bring together industry experts, thought leaders, and CX professionals to explore best practices, trends, and innovations in customer experience management. From Culture to Competency, and Technology, this event will cover critical components of the CX practice.

[More information and register »](#)



### March 12: Redefining Security: Zero Trust Strategies for Reputation & Risk Management

*Technology Peer Group*

As cyber threats become more sophisticated, organizations must adopt a Zero Trust approach to security—one that continuously verifies every user and device to minimize risk. This session will explore Zero Trust strategies for strengthening cybersecurity, mitigating insider threats, and protecting organizational reputation while aligning security with business objectives.

[More information and register »](#)

### March 14: Building Future-Ready Leadership: Manager and Leader Development

*Human Resources Executives Interest Group*

Cultivate agile, innovative, and forward-thinking leaders who can inspire teams and drive results.

[More information and register »](#)



### March 18: Trade Compliance Roundtable (In-Person Only!)

*Trade Compliance Special Interest Group*

Discuss trade compliance initiatives and challenges with fellow members and the broader trade community.

[More information and register »](#)

### March 20: Outsourcing the Customer Approach: Simplifying Support, and Reducing Customer Effort

*Future of Contact Centers Special Interest Group*

Hear from Teleperson, and learn about how a new approach to outsourcing can shorten your journey to self-service and help your customers reach the right resource in your organization.

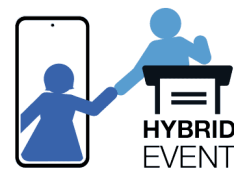
[More information and register »](#)

**April 3: Supply Chain Career Development: Invest in People (Hybrid Event)**

*Supply Chain Peer Group*

Discuss priorities and approaches to upskilling and retaining supply chain talent.

[More information and register »](#)



**April 11: Executive Roundtable on Current and Emerging HR Issues**

*Human Resources Executives Groups*

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

[More information and register »](#)

**April 15: Product Management for Connected and Intelligent Products**

*Product Management Special Interest Group*

Join us for an engaging discussion on the evolving role of product management in shaping connected and intelligent products. This event is designed for product managers and cross-functional leaders ready to transform their approach and drive smarter, customer-focused solutions in today's fast-changing landscape.

[More information and register »](#)

**April 16: Unified Modernization: Harnessing Hybrid Cloud for Business Transformation**

*Technology Peer Group*

Discover how hybrid cloud can unlock agility, innovation, and cost efficiency while modernizing your IT landscape. Learn from industry leaders as they share strategies for seamlessly integrating cloud and on-premises systems, enhancing security, and driving business transformation.

[More information and register »](#)

**April 24: Lead Generation and Sales**

*Lead Generation and Sales Special Interest Group*

Ready to bridge the gap between marketing and sales and take your B2B lead generation strategies to the next level? Join us for a focused virtual session designed to tackle your biggest lead generation challenges and provide actionable solutions.

[More information and register »](#)

[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.

**Join a LinkedIn Group and stay connected**

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