



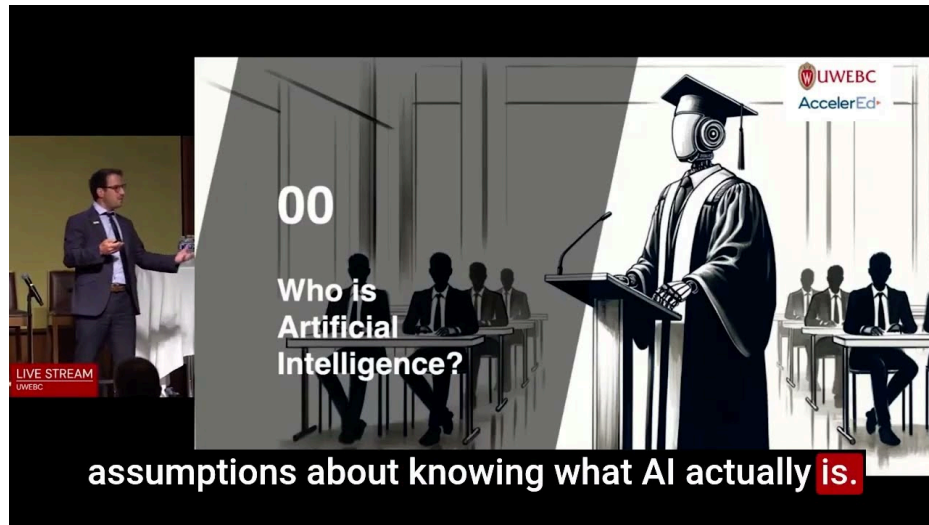
UWEBC Newsletter

Features and upcoming events

May 2025

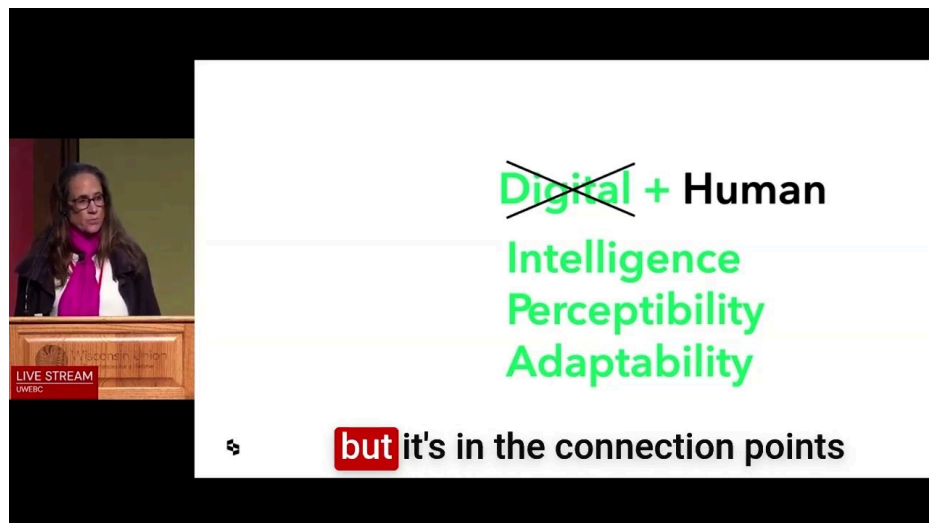
Wisconsin Digital Symposium 2025 Recap: Embracing the Future of AI and Digital Innovation

On May 1, 2025, we hosted our **4th Annual Wisconsin Digital Symposium** at Union South on the UW–Madison campus. Against a backdrop of economic uncertainty and growing cybersecurity concerns, this year's symposium delivered timely, practical insights aimed at helping organizations thrive—not just survive—in the age of digital disruption. The program featured an impressive lineup of keynote speakers, executive panelists, lightning talks, and networking opportunities, all designed to empower attendees with actionable strategies for innovation and competitive advantage.



Click on the image above to play the video.

Dr. Michael Proksch, a global AI and data expert and Chief Scientist at **AccelerEd**, opened the day with a compelling keynote on “Overcoming the Challenges of AI Value Creation.” Drawing on his experience leading major AI transformations for Fortune 500 companies, Dr. Proksch offered strategic insights from his bestselling book *The Secrets of AI Value Creation*, highlighting how organizations can unlock real business value through thoughtful AI implementation.



Click on the image above to play the video.

Another standout session was the keynote session “Digital Relativity,” delivered by **Cortney Thompson Rowan of Delve** with a Q&A led by **Matt Seitz of UW–Madison’s AI Hub**. Together they explored the intersection of technology, hardware, and humanity, making the case for human-centered design in an increasingly connected world. Rowan, a veteran of Fortune 100 innovation projects, and Seitz, a former Google executive, challenged the audience to reimagine product innovation through empathy-driven AI and IoT applications.

[Read the full story](#)

UWEBC Featured Member: Tim Butts from Findorff



Click on the image above to play the video.

This month, we are excited to feature **Tim Butts**, Chief Information Officer (CIO) at **Findorff**! Tim plays a crucial role in driving technological advancement within the company. With a rich background in various industries such as consumer goods, insurance, and power companies, Tim brings a broad perspective to his current role in the construction industry. We had the opportunity to connect with Tim and gain valuable insights into the impactful work he is doing as a UWEBC Champion and how Findorff is leveraging its membership to stay ahead in technology and innovation.

[Read the full story](#)

Supply Chain Career Development: Invest in People

Continuous Learning Developing and Retaining Talent



Empower the Individual

- Unlocking New Skills and Knowledge

Ignite Passion

- Invest to Cultivate Motivation

Supercharge Performance

- From Good to Great

Mapping the Path

- Opening Doors to New Career Opportunities

that piece **as** your business needs change.



Click on the image above to play the video.

On April 3, 2025, the UWEBC hosted a Supply Chain Peer Group event that brought together professionals from member companies to discuss how the supply chain talent landscape is changing and what companies are doing to keep up. Led by UWEBC Supply Chain Practice Director Jenny Patzlaff and featuring speakers from **Stoughton Trailers** and **Uline**, this session focused on practical strategies for upskilling employees and retaining top talent in a competitive field.

[Read the full story](#)

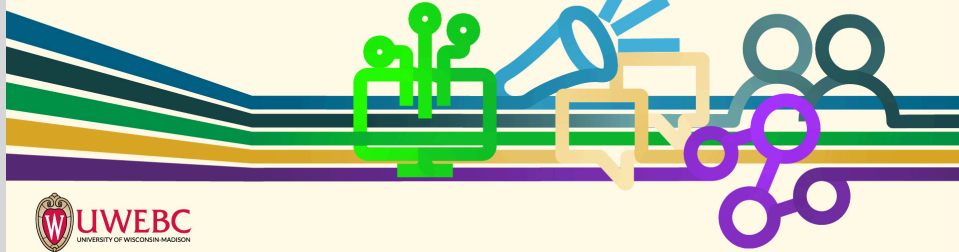
Registration now open for the 27th Annual Conference

We're thrilled to announce the return of Wisconsin's premier hybrid learning event! Mark your calendars and register now for **September 30, 2025**, for a day filled with inspiration, education, and networking. Whether you join us in person at the picturesque Monona Terrace or virtually from anywhere, this year's conference promises to be unforgettable. **Registration is now open!**

business best practices & emerging technologies CONFERENCE



September 30, 2025 • Madison, WI



We're excited to announce two remarkable keynote speakers:

Nancy Giordano is a futurist, strategist, and author of *LeaderING*. With 200+ global keynotes and deep expertise in AI, digital transformation, and systems innovation, she helps organizations build more adaptive and inclusive futures. Nancy is also the world's first TEDx licensee and co-founder of the *Femme Futurists Society* podcast.

Ethan Mollick is a Wharton School professor and bestselling author of *Co-Intelligence*. A global thought leader in AI, he explores how technology is transforming work, entrepreneurship, and education. He co-directs Wharton's Generative AI Lab and was named one of *TIME*'s Most Influential People in AI.

This year's conference isn't just about keeping up—it's about staying ahead. Whether you're exploring marketing strategies, solving HR challenges, optimizing supply chains, redefining customer service, or unlocking the power of technology and AI, this event will equip you with the tools and insight to lead with clarity and confidence.

[Learn more and register now!](#)

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.

Global Leadership for Technical Teams

August 19-20, 2025, In person at the Pyle Center in Madison, WI, or Live Online

Company leadership, at any level, is today often global in nature. Furthermore, after the COVID pandemic, development teams have been asked to manage these teams with less travel and face-to-face interaction. This course provides the student with all the necessary skills to effectively manage technical teams that span global locations, cultures and languages. [Learn more.](#)

UWEEBC members receive a 15% discount.

[Learn more and register](#)

Upcoming UWEBC Events

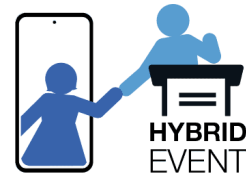
Note: Attending the events listed below requires UWEBC membership. All are virtual unless otherwise specified.

May 13: Open Innovation: Collaborating Beyond Organizational Boundaries (Hybrid Event)

Innovation Management Special Interest Group

Join us for a dynamic cross-functional event exploring *Open Innovation* - a strategy that empowers teams to collaborate with partners across the organization to co-create solutions, and unlock new growth opportunities.

[More information and register »](#)



May 16: HR Technology and Digital Transformation: Navigating New Tools

Human Resources Executives Group

Discover strategies to successfully integrate emerging HR technologies and drive impactful digital transformation.

[More information and register »](#)

May 22: Focus on the Basics: Clear Communication and Expectations to Build Trust (Hybrid Event)

Customer Service Peer Group

Discover how clear communication and well-defined expectations can build trust, empower teams, and enhance customer experiences—join us for this insightful session about how the basics are anything but!

[More information and register »](#)



June 3: More than Authority: Emotional Intelligence in Leadership

Leadership & Change Management Interest Group

Join us for this insightful session, where we'll explore real-world examples of emotionally intelligent leadership in action. You'll gain practical strategies to enhance your self-awareness, improve team dynamics, and lead with greater impact.

[More information and register »](#)

June 5: Digital Transformation in Supply Chain (Hybrid Event)

Supply Chain Peer Group

Unlock the power of digital transformation—learn how supply chain teams are using technology to thrive in today's toughest challenges.

[More information and register »](#)



June 12: Contact Center Quality Monitoring Special Interest Group

Contact Center Quality Monitoring Special Interest Group

Connect with fellow practitioners on what is happening in the contact center Quality Monitoring space.

[More information and register »](#)

June 26: Contact Center Workforce Management Special Interest Group

Contact Center Workforce Management Special Interest Group

Connect with fellow practitioners on what is happening in the contact center workforce management space.

[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

[UWEEBC Customer Service](#)

[UWEEBC Information Technology](#)

[UWEEBC Marketing](#)

[UWEEBC Supply Chain](#)

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