



UWEBC Newsletter

Features and upcoming events

May 2026

**Pioneering Digital Transformation for Impact: Wisconsin
Digital Symposium 2026**



Click on the image above to play the video.

The **Wisconsin Digital Symposium 2026** returns for its fifth year on **June 1st at Lambeau Field** (Green Bay, WI), bringing together leaders in technology, data, and digital transformation for a day focused on turning strategy into measurable outcomes. This year's program features keynote speakers Áine Denari and Phil Gilbert, alongside executive panels, UW–Madison Research Lightning Talks, and peer-driven discussions grounded in real operational challenges. Attendees can expect practical, actionable ideas on how organizations are leveraging AI, analytics, and digital capabilities to drive impact across industries.

Member registration also includes complimentary access to the **Wisconsin Drives Manufacturing Summit 2026**, co-located at Lambeau Field on June 1-2. Kicking off with an Innovation Showcase in the afternoon of June 1st and continuing with summit sessions on June 2nd, this experience expands the conversation to advanced manufacturing, automation, and AI applications shaping the future of the industry. Together, these events offer a unique opportunity to connect across digital and manufacturing industries, allowing members to walk away with fresh perspectives and new ideas.

[Register now!](#)

Registration is now open for the 2026 Annual Conference!



Our 2026 UWEBC Annual Conference will be taking place at the **Monona Terrace in Madison on October 6**. We're excited to kick things off and give you an early look at what's ahead.

We're excited to share an early look at what's ahead, starting with one of our featured keynote speakers, **Steve Jones**, who many of you may recognize from last year's conference, where he dazzled attendees in the supply chain track, but whose message is much more far-reaching. A professional leadership coach, keynote speaker, and best-selling author, Steve is known for helping leaders build cultures of **strength, unity, and resilience**.

As Co-founder of Jadin-Jones Coaching and Consulting and a consultant for the Green Bay Packers, Steve shares practical strategies and powerful stories that inspire teams to grow and lead at a higher level.

We're excited to welcome him as a keynote speaker this year! We'll be sharing more details on his session soon, along with additional speakers and programming you won't want to miss.

[Learn more and register now](#)

Practice Director in Residence Spotlight: Spencer X. Smith

Spencer X. Smith is this year's Growth Practice Director in Residence, working with Matthew Cone, our Customer Experience & Marketing Practice Director. Spencer's career reflects a deep and evolving connection between business strategy and technological innovation. He began his journey at IBM during the pivotal Y2K era, an early exposure to how technology can fundamentally reshape organizations. From there, he moved into consulting, launched and sold an IT company, and spent a decade in financial services leading high-stakes sales efforts across major markets.



Spencer is most energized by conversations that are driven by real challenges from members. Rather than focusing solely on prepared content, he values discussions where participants bring forward specific situations or questions they are currently facing. These types of conversations tend to create more meaningful insights, as they reflect real-world complexity rather than hypothetical scenarios.

[Read the full story](#)

Measuring What Matters: Moving from Metrics to Meaningful Outcomes

A Balancing Act: The Value CX Research Brings Versus The Investment Into The Practice

AMONG ORGANIZATIONS WHO PRIORITIZE MEANINGFUL OUTCOMES OVER MERE SCORES...	THE CASE FOR NOT INVESTING IN A CX SURVEY...
41% FASTER REVENUE GROWTH	FINANCIAL LEADERS DEMAND ROI
51% BETTER CUSTOMER RETENTION	DIFFICULTY CONNECTING "X" AND "O" DATA

Source: Forrester, 2024

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this path continues to be tied back to **operationalizing**

Click on the image above to play the video.

On April 16, 2026, UWEBC hosted a Customer Experience-focused session titled *Measuring What Matters: Moving from Metrics to Meaningful Outcomes*. Led by Matthew Cone of UWEBC and featuring Mathew Snyder of the Customer Care Measurement & Consulting (CCMC), the session brought together members for a practical, thought-provoking discussion on a familiar challenge: how to move beyond reporting metrics to driving meaningful business outcomes.

From identifying customers' most critical pain points to quantifying market risk and prioritizing high-impact improvements, Matthew Snyder's session reinforced a central truth: organizations that connect feedback to tangible business outcomes are better positioned to drive loyalty, inform smarter decisions, and deliver measurable results. The real value is in focusing on the insights that matter most and translating them into action.

[Read the full story](#)

Partner Offering Spotlight: AI Strategy and Governance

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.

AI Strategy and Governance

May 12-13, 2026, In person in Madison, WI, or Live Online

This short course provides engineers and technical leaders with a comprehensive understanding of Artificial Intelligence (AI) strategy and governance principles, frameworks, and practical implementation strategies. Participants will learn about AI strategy and organization, explore the ethical, legal, and operational challenges of deploying AI systems responsibly, and learn how to build governance structures that ensure AI aligns with organizational values, societal expectations, and regulatory requirements.

UWEBC members receive a 20% discount.

[Learn more and register](#)

Upcoming UWEBC Events

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

May 12: Post-Close Advocacy: Turning Customers into Your Strongest Sellers

Lead Generation and Sales Special Interest Group

Discover how to turn satisfied customers into a structured advocacy engine that drives retention, expansion, and measurable brand credibility long after the deal is closed.

[More information and register »](#)

May 13: Last Mile and Customer Delivery Expectations: Adapting Logistics & Distribution Strategies to Meet Evolving Service Levels and Cost Constraints

Logistics and Distribution Peer Group

Discuss practical ways logistics teams can adjust last-mile delivery strategies to meet rising delivery expectations while managing cost pressure.

[More information and register »](#)

May 14: Change Leadership: The Visionary Force Behind Transformation - *Offered both in person and online!*

Leadership and Change Management Group

The conversation will focus on how leaders need to shift from directing work to stewarding transformation and coaching people through continuous change. This requires expanded capabilities (e.g., self-awareness, resilience, empathy, and cognitive flexibility) that enable leaders to sustain engagement, build trust, and guide teams through ongoing transformation.

[More information and register »](#)



May 21: Leadership Alignment: On the Mission and Value of Marketing - *Offered both in person and online!*

Marketing Peer Group

Stop letting marketing be reduced to "promotion." Learn how to communicate its full strategic value across all 7Ps to your CEO and leadership team.

[More information and register »](#)



June 1: 5th Annual Wisconsin Digital Symposium and Wisconsin Manufacturing Summit - Offered both in person at Lambeau Field in Green Bay and online!

There's no better place to talk transformation, innovation, and performance than a venue built on excellence. Attend in person for an unforgettable experience at the iconic Lambeau Field, or join virtually from anywhere to hear how leading organizations are leveraging digital strategy, data, AI, and emerging technologies to drive measurable results.

Your registration includes complimentary access to an **Innovation Showcase** immediately following the event, and to the **Wisconsin Manufacturing Summit** the following day, giving you two days of insight, connection, and momentum across digital and manufacturing leadership.

Don't just keep up with change. Come be part of what's driving it in Wisconsin.



[Register now](#)

June 18: Skills-Based Talent Strategy

Talent and Learning Peer Group

Learn how moving from degree-based to skills-based hiring, promotion, and development broadens talent pools and improves agility.

[More information and register »](#)

June 25: AI You Can Trust

Customer Service Peer Group

Building Transparency and Explainability into Agent and Customer Interactions

[More information and register »](#)

[View the full event calendar](#)

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