
What a day! Relive the 2025 UWEBBC Annual Conference



Our Annual Conference brought together hundreds of members, speakers, and partners for a day full of insights, conversations, and connection. From inspiring keynote sessions to thought-provoking track discussions, the event was filled with moments that reminded us why this community is so special.

In this issue, we're taking a look back at some of the highlights that made the day so memorable. Check out recap videos from each track (click the images below to play videos!), revisit your favorite sessions, and relive the energy and collaboration that made this year's conference such a success.

If you missed the conference, don't worry! We have a Digital Pass that is now available for purchase for just \$195. The pass gives you immediate access to all session recordings from the day.

[**Purchase a Digital Pass**](#)

Keynote:

Nancy Giordano on *The New Mindset We Need To Build The Future We Want*



precision medicine, genomics, robotics, open source advances



business best practices
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Click on the image above to play the video.

Nancy Giordano (Strategist, Author, Futurist) inspired attendees to think bigger about the future – not as something to fear, but as something we have the power to design. With contagious optimism, she explored how breakthroughs in AI, healthcare, and education are redefining what's possible, urging leaders to expand their social imagination and create a more regenerative, human-centered world. Her talk left the room buzzing with energy and hope, reminding everyone that the future belongs to those bold enough to imagine it.

Customer Service Track:

Zack Hamilton on *Winning Through Influence: The CX Capability That Changes Everything*



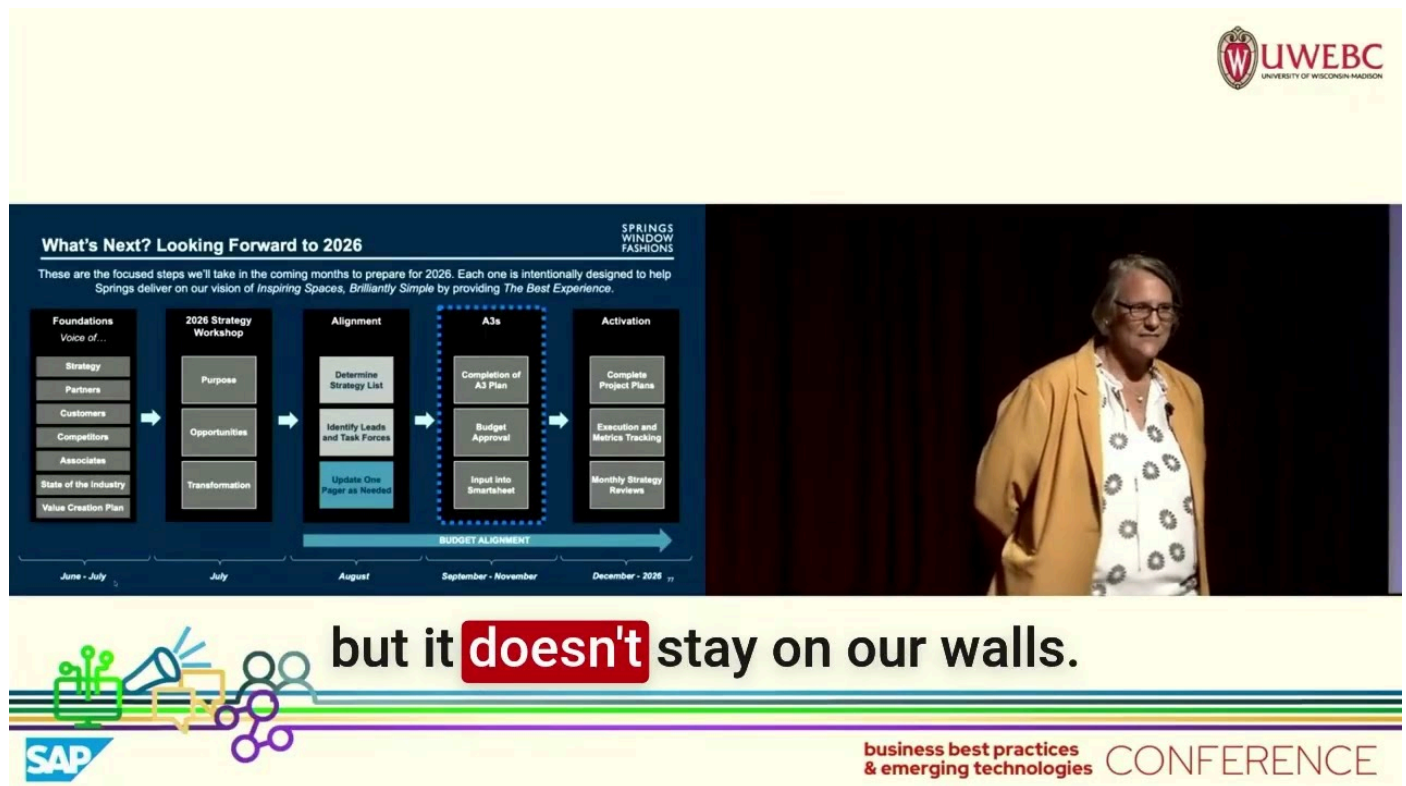
Click on the image above to play the video.

Zack Hamilton (Author of Experience Performance System, Host of **Unf*cking Your CX**, and Strategic CX Advisor) brought energy and honesty to his session on what really drives CX success: **influence**. He challenged attendees to stop just reporting insights and start inspiring action across their organizations by connecting customer experience to real business outcomes. Everyone left with fresh ideas for turning customer pain points into compelling cases that drive impact.

Learn more about the speakers in the Customer Service track

Human Resources Track:

Jill Gawrych on *Engineering a “Best Experience” Culture: How HR Turns Vision into Performance*



The video player displays a presentation slide from Springs Window Fashions. The slide is titled "What's Next? Looking Forward to 2026" and includes a process flow diagram. The diagram shows five main stages: Foundations, 2026 Strategy Workshop, Alignment, A3s, and Activation. Each stage has specific tasks listed below it. A timeline at the bottom indicates the months from June to December 2026. The speaker, Jill Gawrych, is shown on the right side of the video frame.

UW-EBCT
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SPRINGS WINDOW FASHIONS

What's Next? Looking Forward to 2026

These are the focused steps we'll take in the coming months to prepare for 2026. Each one is intentionally designed to help Springs deliver on our vision of Inspiring Spaces, Brilliantly Simple by providing The Best Experience.

Foundations
Voice of...
Strategy
Partners
Customers
Competitors
Associates
State of the Industry
Value Creation Plan

2026 Strategy Workshop
Purpose
Opportunities
Transformation

Alignment
Determine Strategy List
Identify Leads and Task Forces
Update One Paper as Needed

A3s
Completion of A3 Plan
Budget Approval
Input into SmartSheet

Activation
Complete Project Plans
Execution and Metrics Tracking
Monthly Strategy Reviews

BUDGET ALIGNMENT

June - July July August September - November December - 2026

but it **doesn't** stay on our walls.

SAP

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Click on the image above to play the video.

Meanwhile, in the Human Resources track room, **Jill Gawrych** and **Stephanie Haack** from **Springs Window Fashions** showed how HR can be the ultimate driver of business success by engineering a culture people truly love. They shared how their team is living out “The Best Experience” vision, turning empowerment, ownership, and speed into everyday habits that fuel performance and growth. Attendees left inspired by real-world examples of how a thriving culture can become a company’s strongest competitive advantage.

Learn more about the speakers in the HR track

Marketing Track:

Bryan Brandt on *Purpose-Built Brand: How Culture Powered Oshkosh's Transformation*



What is Culture?

Basic Definition –

- Everything we say,
- Everything we do,
- Everything we don't say,
- Everything we don't do,

EVERY MOMENT
WHEN NO ONE IS LOOKING
GOING THROUGH A CHALLENGE



WHAT IS MODELED, TAUGHT, REINFORCED AND REDIRECTED

OSHKOSH



to build, or grow.

business best practices
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CONFERENCE

Click on the image above to play the video.

Bryan Brandt (Senior Vice President, Chief Marketing Officer) shared how **Oshkosh Corporation** transformed from a collection of strong product brands into one unified, purpose-driven company. By aligning culture, brand, and business strategy, Oshkosh built its identity around “Technology for Everyday Heroes” and redefined what it means to be an industrial technology leader. The result? A powerful reminder that when culture leads, brand strength naturally follows—creating clarity, purpose, and momentum that last.

Learn more about the speakers in the Marketing track

Supply Chain Track:

Steve Jones on *Developing Leaders Who Grow a Winning Culture*



Click on the image above to play the video.

Steve Jones (Partner at **Jadin | Jones**; Co-author of *The Twin Thieves*) brought incredible energy to the room as he challenged attendees to take charge of their culture by design, not by default. With humor, heart, and real-world stories, he showed how connection, mindset, trust, and servant leadership can turn good teams into unstoppable ones. The session left everyone fired up to grow their leaders, strengthen their culture, and build a team that wins together.

Learn more about the speakers in the Supply Chain track

Technology Track:

Denise Tilles on *The Future-Stack Revolution: Product Management Reimagined for the AI Age*



Click on the image above to play the video.

Denise Tilles, Chief Product Officer and Founder of **Grocket**, delivered a forward-looking and thought-provoking session on how AI is transforming the very core of product management. She introduced her “Future-Stack” approach, showing how today’s best product leaders are rebalancing their roles to focus less on routine tasks and more on strategic, high-impact work. The audience left buzzing with ideas on how to harness AI not just as a tool, but as a catalyst for smarter decisions, faster innovation, and stronger business outcomes.

[Learn more about the speakers in the Technology track](#)

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.

Supply Chain Analytics - New course led by UWEBC Practice Director Jenny Patzlaff!

November 13-14, 2025, In person in Madison, WI

Participants will develop a better understanding of how the analytics functions they perform help support supply chain business partners and initiatives. With a focus on practical application, you will leave with the code (R programming) you used to solve your own supply chain problems.

UWEBC members receive a 20% discount.

[Learn more and register](#)

Upcoming UWEBC Events

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

October 16: 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 »](#)

October 17: Executive Roundtable on Current and Emerging HR Issues

Human Resources Executives Group

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

[More information and register »](#)

October 21: Innovation Management, First Things First: Prioritizing Improvement Efforts

Innovation Management Interest Group

Discuss ways to identify high-impact initiatives, set priorities, and build momentum for meaningful progress towards your innovation strategies.

[More information and register »](#)

October 23: Customer Experience Transformation: Embedding CX into Every Stage of Your Marketing Strategy (Hybrid Event)

Marketing Peer Group

This engaging session empowers marketing professionals to transform their approach by embedding CX into every stage of their strategy—creating seamless, impactful customer journeys.

[More information and register »](#)



October 28: Supplier Health and Risk Management

Procurement Peer Group

Discuss how to mitigate risk in procurement, topics related to supplier health, and share approaches and strategies with fellow members.

[More information and register »](#)

October 30: 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 »](#)

November 6: From Clear as Mud to Crystal Clear: Communicating in Times of Change

Leadership and Change Management Interest Group

Join us for a virtual event designed to help leaders and teams transform their communication strategies, ensuring alignment, engagement, and clarity in even the most complex transitions.

[More information and register »](#)

November 11: Stepping Confidently into the Future: CX Innovation Strategies to Chart a New Course (Hybrid Event)

Customer Service Peer Group

Unlock fresh CX strategies and drive innovation by collaborating with cross-industry peers; register now to confidently chart your organization's customer experience future!

[More information and register »](#)



November 13: The Hard Truth About IoT – Overcoming Deployment Challenges

Product Management Special Interest Group

From pilot to scale: Confront the tough realities of IoT and learn how you can turn deployment challenges into product success.

[More information and register »](#)

November 14: Dynamic Talent Management: Harnessing Skills Data for Workforce Agility and Growth

HR Executives Group

Accelerate workforce transformation with data-driven talent strategies and adaptive skill frameworks.

[More information and register »](#)

November 18: Sales and Operations Planning Special Interest Group

Sales and Operations Planning Special Interest Group

The subject of this event will be announced soon. Check back for more information!

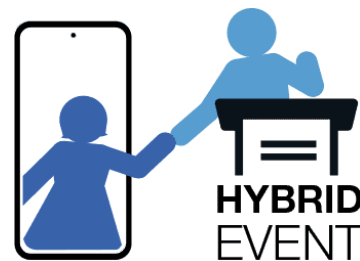
[More information and register »](#)

November 19: Tech Trends 2026: Exploring the Future of Technology, Leadership, and Innovation (Hybrid Event)

Technology Peer Group

Tech Trends 2026 brings together technology and business leaders for a forward-looking conversation on how innovation, leadership, and human-centered design will shape the decade ahead. The program is designed to balance big-picture insights with practical takeaways, giving participants a clear view of the forces reshaping their organizations.

[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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[UWEBC Information Technology](#)

[UWEBC Marketing](#)

[UWEBC Supply Chain](#)

[UWEBC Human Resources Executives](#)