



May 9, 2019

Conference Abstracts

Opening Keynote

Are You Ready For What Is Next?

Presented by Michael Ljung

Senior Managing Director and North America Intelligent Software Engineering Services Lead

Accenture

Companies are taking in a new world—one that tailors itself to every moment. It's a world where products, services, and even people's surroundings are customized, and where businesses cater to the individual in every aspect of their lives, shaping the very realities they live in. It won't be long before the standout examples of today are the norm. Companies are already investigating the next generation of technologies such as artificial intelligence (AI), distributed ledgers like Blockchain, extended reality, and quantum computing. The message is clear: "keeping up with the digitals" won't cut it for what's coming next. Business leaders must set new goals in their sights as the world moves into the post-digital era.

Workshops, 10-10:45 a.m.

Building an end-to-end data science practice in an Agile framework

Presented by Susan Van Riper

Sr. Product Capability Manager, Machine Intelligence / Data Science

Best Buy

Data Science is the "sexiest job of the 21st century" – Harvard University. But the nuts and bolts of building an end to end data science practice with all the necessary governance and process management is perhaps one of the least sexy things we do. So, can data science work in an agile framework? While many detractors say no, the answer is 'yes' – with a few caveats. This talk will share critical knowledge of proposing, forming, developing, and sustaining a successful and valued data science practice using an agile framework – from the ground up.

How to build and foster an innovation culture

Presented by **Grant Thornton**

Panelists:

Katrina Teague, Managing Director, Innovation

Chris Smith, Managing Principal, Strategy

Meredith Murphy, Managing Director, Innovation

Moderator: Karen Hudson, Chief Sales Officer, **Grant Thornton**

An innovative culture is not one that is built on bean bags and ping pong tables. It is built on creating a movement, fostering creativity, and having the right framework to drive innovation into the workplace and execute against the fruit of that creativity. This session will explore these elements of an innovation culture, what are common roadblocks and how to overcome them. We will also share stories and lessons learned from our own innovation journey that executives can take back and apply to their organizations. - Identify the critical elements of a strong innovation culture- Identify common roadblocks to creative thinking- Interact with Grant Thornton's innovation framework and understand how elements could be applied to your own organization

Redesigning strategic planning for an exponential era

Presented by Michael Wright

Partner

Intercepting Horizons

Existing planning cycles are no longer effective in the current state of technology changes and industry transitions that occur at exponential rates. Today most governance and management teams try to manage 21st century technologies with a 20th century mindset based on 19th century institutions. Consequently, many companies who were once dominant in their respective domains quickly lost market leadership and rapidly disintegrated. Companies like Nokia, Blockbuster, Kodak and Lucent along with whole industries like newspapers and taxis are just a few examples. By the time they identify and discern critical path horizons (points of departure between existing and future trends, technologies, structures, policies, environments, etc.) in the distance, at today's exponential rate of change the horizon line has moved from an opportunity to a threat.

Machine learning in high volume advanced manufacturing

Presented by:

Bruce King, Data Science Technologist, **Seagate Technology**

Gary Kunkel, Sr. Development Engineering Manager, **Seagate Technology**

Bharath Ramesh, Head, WW Product Management - Converged Servers, Edge and IoT Systems, **Hewlett Packard Enterprise**

Seagate Technology manufactures and excess of 2 million HDD heads per day. Robust manufacturing of this many units provides unique challenges that are well aligned with machine learning analytics strengths. In this session, we will describe a successfully demonstrated defect inspection application and discuss challenges in scaling the application to a high volume production environment. The discussion will highlight organizational, hardware, and software learning that is valuable for scaling machine learning applications. In addition, we will share Seagate's perspective of the evolving data sphere.

Workshops, 11:15 a.m. – 12 noon

Experts Explain Blockchain (Simply)

Presented by:

David Duccini, Founder of The Strength in Numbers Foundation & CEO, **Silicon Prairie**

Jade Barker, Co-founder of The Strength in Numbers Foundation & “Right Hand Man,” **Silicon Prairie**

Yes, we have a national Blockchain expert right here in Minnesota! Come learn from a team with practical expertise: Blockchain patents in banking, our own crypto, a FINRA approved crowdfunding portal, and cutting-edge smart document software. Blockchain projects are being implemented by over HALF of large corporations. Discover WHY distributed ledger technology will quickly touch all parts of your life, even if you never buy a single Bitcoin. We use familiar metaphors to provide clarity, so that YOU will leave able to explain Blockchain to other business leaders. We also cover regulations, security, best practices, technical talent, high-profile projects, common pitfalls, as well as a brief Q&A. Please come with your questions in hand, if we don't get to it on-stage we are happy to network offline.

There's a gap in your Agile methodology no one talks about

Presented by Anne Steiner

Leader of the Band

DevJam

For the last 20+ years we've all been diligently working to agile our way to product success. Developing iteratively and applying agile methodologies has helped our industry make huge strides. At times, however, it has also led us to focus on the wrong things. Anne will discuss how inherent gaps in common agile methodologies have led to poor product strategy, flawed definition, and ultimately, subpar execution. Through real life stories, learn how to avoid falling into these traps and to ensure your efforts bring the desired impacts to your users and your business.

How Women are Changing Engineering Leadership at Target

Presented by **Target Corporation**

Suchitra Goopy, eMIP Sr. Engineering Manager

Jake Krings, Senior Director, Supply Chain Technology

Deepa Sarasamma, Sr. Engineering Manager

Moderator: Ashley Monseth, Lead Executive Recruiter, **Target Corporation**

The gender gap in software engineering is well known. Though more women are graduating with engineering degrees, there remains a persistent problem: too many women leave the field mid-career, often citing a non-supportive work environment and lack of advancement opportunities. Hear about how Target created a 12-month program designed to bring more women into the ranks of engineering leadership positions, Target's Engineering Manager Immersion Program (eMIP).

Collaborative personalization at scale and AI-enabled experiences

Presented by Domingo Huh

Lead UX Designer – Centre for AI & Cognitive Computing

Thomson Reuters

One size (or design) doesn't fit all. Not for shoes, and certainly not for the potential pace of knowledge work. Today, we have the capabilities to personalize user engagement and satisfaction only dreamed of a decade ago. An ever-expanding treasure trove of data can be analyzed, modelled and ultimately used to predict contextually relevant information and actions in a timely manner. Multiple technologies (IoT, Cloud Computing, ML and more) are giving rise to a potential heterogeneous teaming of Human & Intelligent Assistant technologies, effectively collaborating to achieve user goals. All of this is fundamentally changing the way we are designing of AI-enabled experiences.

Workshops, 1-1:45 p.m.

Reinvention of the product (Product X.0)

Presented by Evan Carstedt

Digital Managing Director, Industry X.0

Accenture

We live in a world where technology is disrupting our lives, constantly changing customer needs and market demands. Now more than ever, companies need to transform at their core to deliver new, innovative products and the seamless experiences. Soon enough, digital technology and software could be the only value drivers in hardware devices. That means core product lines and business functions not only need a major digital overhaul but an entirely new breed of "living" products: adaptable, responsive and collaborative hardware that is more autonomous.

Evolution of zero trust: The changing landscape of identity, data and trust

Co-presented by:

Vijay Ramanathan, SVP Product Management, **Code42**

Karen Reinhardt, Security Technologies Director, **Entrust Datacard**

Abstract coming soon

Workshop presented by Optum

Details coming soon

Driving Differentiation and Business Value from Smart Manufacturing and Disruptive Technologies

Presented by Savigent Software

Panelists:

Joe Barone, Manufacturing Product Group Leader, **3M**

Winthrop “Win” Giles, VP of Operations, **TDK**

Brad Rowen, Corporate MOM/MES Leader, **Cargill**

Moderator: Dean Truitt, CEO, **Savigent Software**

This interactive panel of leaders from 3M, Cargill, TDK and Savigent Software will discuss their Smart Manufacturing journeys and how they are leveraging next generation technologies to solve problems differently to optimize manufacturing and supply chain operations. The panelists will also explore how they are connecting the factory floor to ERP (including employees, machinery, legacy assets/systems, manufacturing execution systems (MES)/manufacturing operations management (MOM) solutions). These experts will provide insights and case examples of how to:

- Accelerate the time-to-value of industrial transformation initiatives and drive improvements in agility, velocity, quality and efficiency.
- Quickly move beyond the “proof of concept” and “pilot” phases to rapid and successful plantwide and global deployments.
- Standardize global operations while maintaining the flexibility to meet unique/localized requirements and adapt to future change and innovations.

Workshops, 2:15-3 p.m.

GDPR, CCPA, and the coming wave of privacy regulations: risk or opportunity?

Presented by RSM

Panelists:

Miranda Childers, Technology & Life Science Segment Leader, **Associated Benefits & Risk Consulting**

Sten-Erik Hoidal, Shareholder, **Fredrikson & Byron**

Dan Rosenberg, Shareholder, **Briggs & Morgan**

Moderator: Alain Marcuse, Director of Security, Privacy, and Risk Services, **RSM**

Consumers and employees are filing GDPR complaints against companies at a rate of 400 per day, leading to large regulatory fines even when no breach has occurred. If Europe sounds distant, the California Consumer Privacy Act (CCPA) comes into full force in July 2020 – and while some of its provisions are already in effect, many companies have not even heard about this law yet. Its fines are potentially even larger than the GDPR’s. Just when we thought we were getting our arms around cybersecurity, along comes a new regulatory wave that changes, and expands, companies’ obligations for the data they hold.

In this session, we will cover the latest updates and emerging trends in data privacy regulations worldwide - diving into lessons learned from GDPR compliance implementation and enforcement, the

expectations for the CCPA in 2020, and the broader context of privacy regulations around the world. These regulations are coming... do they represent a risk or an opportunity? How can we leverage compliance for competitive advantage? Join us as we explore this new regulatory landscape and its implications for your business.

Quantum computing and IBM Q: an introduction

Presented by George Paulik

Advisory Engineer, IBM Q Ambassador

IBM

A presentation of quantum computing intended for a general audience. We will cover briefly the history and motivation of quantum computing. After discussing a few quantum computing basics, we provide a description of the IBM Q Experience, IBM's initiative which provides free access to quantum computing resources via the cloud, and the IBM Q Network, IBM's collaboration with companies and research institutions to accelerate research, launch commercial applications, and educate and prepare in the realm of quantum computing.

AI and telehealth

Presented by Senthil Kumaran

CTO

virtuwell, by HealthPartners

In this session we will see how Artificial Intelligence is changing the medical diagnostic industry. Few telemedicine platforms are using a virtual triaging engine for checking symptoms, then using AI to diagnose and create treatment options for providers. This session will explore how Virtuwell, a leading telemedicine platform from St. Paul, is deploying predictive analytics to reduce bottle necks and improve patient flow. Total healthcare costs are reduced by funneling more relevant patient and provider data to electronic medical records. Improvements to customer satisfaction in a virtual setting are made by analyzing the patient data set, systematic follow ups, and connecting patients with the right clinician at the right time. Infusing telemedicine platforms with machine learning algorithms will mean better diagnoses with less human effort, not only on acute conditions but on some chronic conditions as well. We will see how AI is used in cardiovascular diagnosis and lung cancer detection in London hospitals, and learn who is working on Smart IOT technology that will decrease the cost of delivering healthcare services while improving quality of life for patients.

7 skills of successful change agents

Presented by Michelle Smeby

CEO and Transformation Leader

wHolistic Change, Inc.

Delivering a transformation takes a team. A change agent is a person who has the passion to make change happen and to ensure it lasts. Being able to act as change agents is critical to successfully deliver today's complex technology strategies and to achieve their desired business value. Transformation

happens because people recognize the value and purposely decide to act. In order to convince people to change their behavior, you need to master the 7 change agent skills and to understand the pitfalls you will encounter if you or your team lacks those skills.

Closing General Session - Executive Panel Discussion

How do Accenture's big themes affect Minnesota's businesses? What's the crossover between personalization and trust? How do we get the most out of new tech-enabled business models to drive faster growth? How can we all better serve our customers and build a workforce in Minnesota that sustains and nourishes our economy for decades? Tech leaders from across industries will tackle these and other questions in a closing panel designed to bring the themes of the day together and explore how they apply to multiple business contexts.

Executive Panelists:

- Robin Brown, CIO & Group Business Relationship Manager/North America Protein, **Cargill**
- John Morris, Chief Technology Officer, **Seagate Technology**
- Rachel Whitcomb, Vice President, Supply Chain Technology, **Target Corporation**

Moderator: Lisa Schlosser, interim CEO, **Minnesota High Tech Association**