PD Summit 2017 Program

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Keynote: Ted Graham, Head of Open Innovation at General Motors - The Uber of Everything

Ted Graham is the head of Open Innovation at General Motors where he helps identify partnerships that will help build new forms of mobility including autonomous and connected vehicles. He is also the former Innovation leader at PWC and a McKinsey strategy consultant with a focus on understanding and leveraging people networks to influence the spread of ideas.

Ted often speaks to audiences about The 5 things I learned about disruptive innovation as an UberX driver and how to apply some of these lessons across a multitude of industries on the cusp of disruption. His first hand account was initially released as a widely read LinkedIn influencer post, then a CBC Metro Morning interview and is now part of his forthcoming book called "The Uber of Everything" to be released later this year.

Session One

Management and Leadership Track 1
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Dianne Gaudet - Why do all the work? How to partner with leaders so they become your allies in facilitating change

Presentation Synopsis:
You've managed all the major milestones in your project. You've mitigated the risk. You've prepared a comprehensive plan to train users and transfer knowledge to ensure a smooth transition. So why are leaders and employees not adapting to change? The biggest reason is that not enough attention is given to the psychological dynamics that impact employees and leaders during massive organizational change. Change is the easy part. The transition from the status quo to the new way of work is the difficult part of the experience. Training can only take them so far. But the good news is that there are simple steps that can be taken to build more accountability, maintain higher levels of engagement and ensure a successful transition. The secret lies in preparing leaders so they become your allies. In my talk I share a unique approach to preparing leaders as well as 5 critical steps IT Professionals can take to ensure a smooth transition achieve the success they expect.

Speaker's Bio:
Dianne unleashes the potential in leaders and professionals responsible who are responsible for leading organizational change.

As a certified speaker, Dianne challenges participants to think and act differently. Her motivational and practical talks provide audiences with a refreshing approach to success. They help audience participants to create and implement strategies that are achievable, sustainable and replicable. Throughout her career, Dianne has facilitated numerous workshops at all levels of the organization.

As a certified coach, Dianne helps individuals create and implement goals that are achievable and sustainable. She provides the support they need to increase their effectiveness and reach the levels of success they want in their personal and professional life.

Her book 'If There Are No Limits'¦ a guide to living with passion, purpose and possibilities' is packed with tools and process to respond more effectively to an incessant, 24/7, on effectively manage the continual transitions that are part of life.

Dianne was recognized by the Executive Committee of The International Women's Leadership Association for her consistent excellence in the field of Human Resources Management.

She has over 30 years of coaching and human resources consulting experience with International, Canadian and Public Sector organizations. Dianne holds Bachelors in Psychology and Business. She holds designations as a Certified Coach (ACC) with the International Coaching Federation; a Certified Speaker (CC) with Toastmasters International ; and a Certified Human Resources Professional (CHRP.

Kevin Schwenker- Organizational Excellence

Presentation Synopsis:
Introducing the Organizational Excellence Framework
Learn how the application of the Organizational Excellence Framework - a total quality improvement program - can guarantee an increase productivity and innovation.

Workshop Description: This fast paced 60-minute presentation will introduce the Organization Excellence Framework (OEF). The OEF helps organizations, business, government, education and not for profit - move towards total quality values, practices, and measures based on leading principles common to high performing organizations worldwide.

It is a powerful diagnostic tool, which identifies where an organization stands in relation to the key dimensions of managing an organization against internationally identified standards of excellence. The application of the Framework identifies where improvements can be made, and qualified Organizational Excellence Specialists can use this assessment to help craft individualized action plans based on the strategic priorities of each organization.

The Organizational Excellence Framework is a platform for long-term organizational success that is applicable to any size and type of organization. Organizations that implement an action plan following an OEF assessment will see a significant return on investment, based on increased productivity, innovation and client satisfaction.

Participants in this seminar will learn how the OEF

- Provides the foundation on which to develop an organization;

- Provides an integrated and coordinated way to drive tangible results;

- Identifies the interdependencies and interrelationships between functional management areas;

- Reduces non-value adding activity;

- Provides employees the opportunity to become engaged;

- Contributes to becoming an 'employer of choice'; and

- Provides a performance benchmarking program.

The workshop will be fact paced and interactive, and will include an invitation to assess participant's organizations against the 9 principles of Excellence which the OEF is based upon.

Speaker's Bio:

As a national trainer for CMC-Canada, Kevin has taught over two thousand management consultants in introductory and advanced courses for the CMC designation since 1996. He currently delivers the leading edge national program, The Essentials of Management Consulting, across North America and around the world in co-located private and public workshops, and will just have delivered training to members of the Institutes of Management Consulting in New Zealand and Australia in February-March 2017

He has spoken to Canadian conferences and events for the BC, Manitoba and Atlantic Institutes of Certified Management Consultants, as well as PMI-Nova ScotiaIn addition, he has participated in and spoken at several International Management Consulting conferences in Europe and has been a much-appreciated speaker for many years at the PD Summit.

In October 2016, Kevin was part of a group of international Subject Matter Experts selected to undertake an evaluation of the United Arab Emirates government under its Shek Khalifa Government Excellence Program, and has been invited back to do a similar evaluation with the Dubai Government. And as 2016 came to a close, Corporate Vision Magazine named Schwenker & Associates the Top HR Performance Improvement Consultancy in Canada.

Kevin became a Certified Management Consultant in 1991 and was recognized in 1999 with the distinction of Fellow (FCMC). In 2013 he was honoured as one of the key builders of the management consulting profession in Canada with the CMC-Canada Golden Jubilee Award. He was certified as a Registered Organizational Excellence Specialist in 2015.

Brenda Fay - Comparing the Project Management Process in the TV and Construction Industries

Presentation Synopsis:

Many industries have projects. In this session, we will compare how managing projects is similar and different in the TV and construction industries. Using data gathered from interviews with project managers in these industries, Brenda will present the findings. Do TV Producers and Construction Project Managers use the same process? Come to this session to find out!

Speaker's Bio:

Brenda Fay is an experienced facilitator who has presented at conferences in Canada, the United States and Europe. Brenda's background is in the IT industry, having consulted in Ottawa with major organizations for fifteen years. She is the owner and President of BrenDaniel Productions Corp. One project she is currently managing involves the production of a TV series.

Matthew Leach- Your Customer is Changing

Presentation Synopsis:

A shift towards digital technologies is empowering external customers to execute transactions independently. Loan applications, insurance claims, and purchases that use to require intervention now need to be self-service, available from your smart phone. This changing landscape means that customer service representatives, claims adjusters, and loan officers (among others) are no longer the focus of solution development activities and therefore are no longer primary stakeholders. In a customer-centric business models, your external customer is the primary stakeholder, subject matter expert, and focus of business analysis activities.

But do you know your customers? Less than 15% of business analysts actually have a direct connection to their organization's end customer. To understand the business needs and define the solutions that are going to deliver value tomorrow, business analysts need to understand their customer and the friction or challenges that this customer experiences when conducting a transaction.

This presentation will introduce the concept of customer friction and how by understanding the customer friction that exists today, business analysts can define the solutions that are going to drive digital business transformation.

Traditionally, organizations have been product or services focused. The idea was to build the best and the customers will come. Today, products and services are table stakes, easily copied commodities. Tomorrow's successful organizations will need to differentiate on customer experience by redesigning themselves to transact business directly with the customer, reducing customer friction and increasing satisfaction.

Key Takeaways

1. Impact of digital business transformation on the role of the business analyst
2. Strategies for understanding your customer and their requirements
3. How to lead your organization towards a customer-centric future

Speaker's Bio:

On his first day as an engineer, someone decided that Matt Leach should write requirements. He soon discovered that project success is not just about technology, but a holistic solution that solves the right problem. Since then, he has helped organizations better understand their business and their customers while delivering solutions that delight both. Currently, Mr. Leach is a Senior Director in NTT DATA's Application and Information Management Practice where he leads the Business Analysis Practice in North America. Matt is a recognized leader in the business analysis profession and contributing author to Version 3 of the Business Analysis Body of Knowledge.

Jeremy McCurdy- Getting started with Virtual Reality (VR) development: It's not as scary as you think!

Presentation Synopsis:
Virtual Reality (VR) is the new frontier for interactive media. New doesn't necessarily mean difficult, however! In this talk, learn about the tools and technologies used to develop games and interactive experiences for the HTC Vive, Oculus Rift, and Samsung Gear VR.

Speaker's Bio:
A seasoned game developer, Jeremy has created award-winning work for clients such as Nickelodeon, Cartoon Network, CBC, and HarperCollins. He has worked on REDspace's own original games published by Big Fish and Chillingo. Alongside working at REDspace, Jeremy's knowledge is well-recognized within the development community. He wrote and published a programming book titled "Haxe Game Development Essentials" . A true gamer and Game Jam addict, Jeremy has taken part in the Ludum Dare, Indies Vs Pewdiepie Game Jam, the Something Awful Game Jam, and several REDspace Game Jams.

Session Two

Management and Leadership Track 1
Katalin Allen
Global Leadership and Innovation

Management and Leadership Track 2
John Trites
(CGI)
Scaled Agile Framework

Management and Leadership Track 3
Gary Cox
(Barrington Consulting)
Lean Six Sigma - Expose and Eliminate Waste

Innovation and Technology Track 1
Robin Veinotte
(Rogers)
Technology Advances: Saving Time through improved productivity while being taxed on time

Innovation and Technology Track 2
Nathan Dennison
(NSBI)
Changing business models to match technology trends

Katalin Allen - Global Leadership and Innovation

Presentation Synopsis:
Recent events of fast systemic changes attest to the fact that new education, business, management, leadership, and career development models with innovative components are needed to help us adjust and thrive. These models will help us create breakthrough solutions to allow us to be at the leading edge of change while deeply transforming business, society and ourselves.
Unprecedented global challenges require leaders to tap into their human potential fully and purposefully to be best for the world. Change leaders are called on to be all they can be on the world stage in order to effectively respond to the growing local, national and global challenges.

Katalin Allen & Associates Inc. provides sustainable leadership and innovation success practice strategies through learning programs design, facilitation and coaching to help the transformational process of organizations, society and self for the greatest good of all. It is a globally collaborative enterprise to fulfill people's and organizations' rich potential through innovative leadership training, personal and professional development with the best possible impact on people and a sustainable world.

Participants will:

- Renew their leadership development practice and align it with the challenges of today and tomorrow based on a holistic and multi-disciplinary approach;

- Define and initiate transformative change outcomes for themselves and/or their organization;

- Pioneer socially, economically and/or environmentally responsible actions;

- Identify new solutions for talent development, bringing the best and most out of themselves;

- Advance sustainable people development strategies and positive changes that influence the same positive changes in their community, nationally and globally; and

- Co-create an emerging positive future for all.

Speaker's Bio:

As human potential strategist, teacher and change maker (B.A. Hons. B.Ed. M.A.T. with numerous leadership and professional certificates including CTI (Coaches Training Institute), Harvard, GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit, GmbH) , MIT (Massachusetts Institute of Technology) and a passion for lifelong learning, Katalin combines various disciplines to enable the effective emergence of innovative solutions and their practical implementations into business and education development.

Katalin's professional experience has been in both the private and public sectors in N.S. Canada and in Europe, with constantly expanding global networks.

She has strategically designed the GIFTS- Leadership and Innovation Learning Journeys to respond to the greatest challenges of our times to provide leaders, innovators, change makers a set of learning journeys and tools that allow them to lead with their highest vision, purpose, intention and empowerment in order to generate change that is systemic, collective at the same time activating their deeper innovative

and entrepreneurial capacities.

What inspires her today is the possibility and distinct opportunity to respond to this question:

'What can we do together that we cannot do alone for the greatest benefit of ALL?'

Her call to action is: Let's learn, lead and live at the innovative and sustainable edge of change and let's co-create the world we all want for the future generations!

John Trites- Scaled Agile Framework

Presentation Synopsis:
A brief presentation of Agile at Scale
- benefits
- basic components of SAFe
- How to fund Agile at Scale
- Project/Program/Portfolio estimation overview

Speaker's Bio:
Retired RCN Combat System Engineer
Former Quality Control Manager
Former Tech Comm Manager
QA Manager for MHP
Senior Technical Consultant - Test Practice
SAFe Program Consultant (SPC4)

Gary Cox- Lean Six Sigma - Expose and Eliminate Waste

Presentation Synopsis:
There are two main goals of the presentation:
1. Demonstrate the flexibility of the Lean Six Sigma Methodology to improve ANY process
2. Provide an overview of tactical Lean Six Sigma tools and use cases so attendees can identify and eliminate waste in their own workplaces and influence a continuous improvement culture

Lean Six Sigma isn't just for manufacturing. Processes are the veins of an organization whether they are service or transaction-oriented. The LSS methodology and tools provide the flexibility to identify and support elimination of waste and non-value added activities and improve overall output quality, all while reducing cost of operations. LSS exposes the waste and poor quality. LSS also provides the critical foundation for the cultural shift needed to Increase value to organizations and to their customers / clients, engaging and empowering employees with the right tools and methods.

Anyone with a desire to exceed customer expectations and increase the efficiency within their organization by adding value and eliminating waste will benefit from our presentation. Attendees will walk away with an understanding of the need and tools that can expose and address poor or mediocre performance of their products or services. They will also understand what it will take to shift the culture to a continuous improvement mind-set within their organization. They will also witness real life examples of the application of Lean Six Sigma tools used in transactional and service organizations to drive improved customer and employee experiences.

Speaker's Bio:

Gary Cox is a Lean Six Sigma Master Black Belt with Barrington Consulting with over fourteen years of experience in leading Lean Six Sigma Process Improvement Projects. Earlier in his career, Gary was Canada Post's National Director of Process Engineering responsible for Canada Post's LSS Program development and deployment. His in-depth experience has included coaching Black and Green Belts through projects and certification. In addition to his LSS technical knowledge, he possesses strong interpersonal skills combined with in-depth understanding of business objectives. Gary has designed and delivered Lean Six Sigma programs ranging from Senior Executive level to the front-line employees of organizations.

Robin Veinotte - Technology Advances: Saving time through improved productivity while being taxed on time

Synopsis:
'Having the right tools and technology enables business growth and collaboration, and save you time. Mobile technology has changed business, making work a thing people do, not a place people go. Robin Veinotte will speak to how advances in workforce technology can foster creativity, productivity and collaboration. There are all kinds of services and product to help professionals focus on business, while fostering productivity and collaboration'

Speaker's Bio:
'Robin Veinotte, a Senior Manager at Rogers Enterprise Business Unit manages teams and works directly with clients in advanced telecom, intelligent communities and ICT solutions design and deployment. A technology and sales leader with nearly 20 years' experience, Robin's education was focused on technology with studies in Computer Science at Dalhousie University along with taking various IT certifications at local technical colleges. With a broad work experience of several fortune 500 companies along with VP roles at several Atlantic Canadian companies, Robin has the experience of leading sub 20 Million dollar companies and running 150+ Million dollar business units and all of the telecom, collaboration and information technology tools required to operate all of them.

Nathan Dennison - Changing business models to match technology trends

Presentation Synopsis:

With the wide range of technological changes facing businesses today it can be easy to overlook the importance of modernizing our core business models to match the digitization of our products/services. These new business models must take into account the new paradigms provided by disruption theory and aggregation theory.

Speaker's Bio:

As the ICT Senior Sector Strategist at Nova Scotia Business Inc. Nathan maintains a deep, and comprehensive, understanding of a wide range of technological trends and their interactions with business strategy.

Executive Panel on the importance of Innovation and Technology in today's world

- **Fawn Annan (Moderator) - President and CMO ITWC, publisher of ITWorldcanada.com**

- **Peter Burns - Chief Information Officer, High Liner Foods**

- **Sandra L. Cascadden - Chief Information Officer, Nova Scotia Government**

- **Roman Coba - Chief Information Officer, Emera**

- **Spiro Bokolas - VP Product Development, Kinduct Technologies**

- **Jeremy Wubs - Senior Vice President of Marketing, Bell Business Markets, Bell Canada**

Fawn Annan is the President, Chief Marketing Officer and Group Publisher of IT World Canada/IDG Canada. She is also partner and CMO for Digital Reno, a new story-telling agency located in Haliburton, Ontario.

Ms. Annan joined IT World in 1995 as General Manager, Executive Programs, launching the publishing enterprise into C-level events and research projects. In 2008 she was promoted to Chief Strategy Officer, helping IT World navigate the turmoil that was descending upon the print industry. A few years later in 2010, she assumed the role of President.

Ms. Annan is Chair of the Canadian Channel Chiefs Council, sits on the Ontario Board of the Information Technology Association of Canada (ITAC) and serves on the national board of Canadian Women in Communications and Technology (WCT). Ms. Annan has operated her own business and held senior positions in marketing and strategy with a variety of firms. In 2012 she received the Queen Elizabeth Diamond Jubilee Award for her contribution to the IT industry.

She received her education in both in Australia and Canada, and attended York University studying Communications and Business. She also studied at Boston's famous Babson College which houses the IDG Publishing Institute. She is currently working on her Masters degree in Media and Communications.

Peter Burns - Chief Information Officer, High Liner Foods

Peter Burns is a graduate of Dalhousie University, and Queen's University Executive Program. During the past 34 years Peter has held a variety of leadership positions with High Liner Foods as the company transformed from a fishing company to a purveyor of great tasting Seafood. High Liner is the worlds largest purchaser of species such as Cod and Haddock, has a strong social conscious, and the leader in bringing sustainability to the Seafood industry. For the past 11 years as Chief Information Officer he has lead the Information's Services team as High Liner acquired and integrated 5 competitors, growing the organization from 240 million to approximately 1.2 billion dollars of revenue. Peter believes strongly the success of this great Atlantic Canadian company is the result of the people at High Liner and their passion for the business. Technology is just an enabler! Determination, Insight , Curiosity, and Engagement help define that passion on his team.

Sandra Cascadden - Chief Information Officer, Nova Scotia Government

Sandra Cascadden is the Associate Deputy Minister at the Department of Internal Services and the CIO for the Province of Nova Scotia.

Sandra is a senior professional with over 25 years experience in the IT/IM industry. She is a graduate of Dalhousie University with her Bachelor of Mathematics/Statistics and Computing Science and the Technical University of Nova Scotia (now part of Dalhousie) with her Bachelor of Industrial Engineering. She has held multiple positions within the health industry, including roles with Nova Scotia Department of Health and Wellness as the Chief Health Information Officer and NS Capital District Health Authority in the role of IT/IM Director.

Previously, she has worked as an IT/IM professional in a number of different industries including, Telecommunications and Broadcasting. She has worked in large private companies, federal crown corporations and small entrepreneurial companies and now within a provincial government.

In her current role as Chief Information Officer, she is responsible for leading a team of 730 IT/IM professionals within the Information, Communications and Technology Shared Services group. She provides executive leadership and direction for business enabled ICT services and solutions. She works with her clients to position Nova Scotia as a digital leader in the provisioning of services to the people and businesses in Nova Scotia.

Sandra is a professional Industrial Engineer. She is a Project Management Professional (PMP), a Certified Professional in Health Information and Management Systems (CPHIMS).

Roman Coba - Chief Information Officer, Emera Inc.

A dynamic "roll-up the sleeves" transformational, innovation driven, Senior Information Technology Executive known for bringing a business mindset to IT and developing integrated strategies that leverage technology for enterprise competitiveness. A well respected leader with proven ability in people/team transformation/management, strategic business integration, technology transformation, and strategic program designs.

Roman Coba is the Chief Information Officer of Emera Inc. having joined in August of 2015. Emera Inc. is geographically diverse energy and services company headquartered in Halifax, Nova Scotia with over $10.19 billion in assets. The company invests in electricity generation, transmission and distribution, as well as gas transmission and utility energy services. Emera's strategy is focused on the transformation of the electricity industry to cleaner generation and the delivery of that clean energy to market. Emera has investments throughout northeastern North America, and in four Caribbean countries.

Roman has more than 25 years of Information Services experience. Prior to joining Emera Roman was the Global Chief Information officer for McCain Foods. Prior to McCain Foods he held the position of Chief Information Officer/Senior vice president, Information Technology, at Loblaw Companies Limited, where he was employed since 2000. Prior to Loblaw for seven years Roman was Director, Information Technology for Wal-Mart Canada, and gained global experience managing transition projects and implementing IT best practices in the regions of Brazil, Argentina, Germany and the United Kingdom.

Roman is an active member within both community and industry organizations. He holds and has held a number of Board and Advisory position with organizations like New Brunswick IT council, University of New Brunswick Computer Studies Advisory board, GS1 Global and GS1 Canada, HP, Bell Canada, and others. As well, a founding member of the Canadian RFID Centre, the Retail Advisory Board of Teradata, a large-scale database vendor, the Retail Council of Canada and the Canadian Council of Grocery Distributors.

Roman actively supports and provides strategic guidance to various community organizations and is active on a number of CIO executive boards and summit committees. He has been an instrumental part of developing and shaping technology in business and across the industries he has been engaged with.

Spiro Bokolas- VP Product Development, Kinduct Technologies

With over 20 years of hands-on experience in multiple sectors of the IT industry, Spiro Bokolas is the VP of Technology at Kinduct, a halifax-based company and world leading data and analytics software provider for professional and elite sport organizations, military and public safety units, physical medicine clinics, and health and wellness institutions. Spiro manages a large team of technical gurus ranging from software developers, quality assurance analysts, UI designers and data science specialists. Prior to Kinduct, Spiro managed a team of technology practitioners at Barrington Consulting and was integral in the architecture, design and deployment of several major public-sector software initiatives. Before joining Barrington Consulting, Spiro spent a number of years in the telecommunications industry architecting device management software for the ingestion and analysis of vast amounts of data across wide area networks.

Jeremy Wubs- SR VP Marketing Bell Business Markets

Jeremy Wubs is Senior Vice President, Marketing for Bell Business Markets at Bell Canada. He is responsible for all marketing programs, pricing and product management for mid and large markets nationally.

In his 8 years with Bell Business Markets, Jeremy has launched a number of innovative products and services across networking, unified communications, cloud computing and security. He formally held roles as the Vice President of Product Management as well as Pricing and Marketing Programs in addition to leading the national pursuit teams responsible for Bell Business Markets largest and most strategic pursuits.

Prior to these roles in Bell, Jeremy spent a number of years involved in the development of vertical solutions as well as advanced research and development focused on communication enabled solutions spanning both the Enterprise and Carrier markets globally.

Jeremy and his wife Nadia live in Toronto, with their children Ethan, Willem and Georgina.

Session Three

Management and Leadership Track 1
Ian McNeal/Carrie Forbes
(League Data)
Making the Company Self Aware

Management and Leadership Track 2
John Brubaker
Applied Leadership

Management and Leadership Track 3
Teri Fearn
Know what you know; AND where to find it

Innovation and Technology Track 1
Brian Fanning
(T4G)
Human-centered Design

Innovation and Technology Track 2
Anas Aman
(IBM)
Mobile Application Assurance and Testing

Ian MacNeil & Carrie Forbes - Making the Company Self Aware

Presentation Synopsis:

Technology has brought great change to many industries, but to be truly successful, that change begins with the most important asset of a company - its people. Ian and Carrie would like to share their learnings and successes in changing the culture of the League Data team. Join this session to see how individuals can be empowered by self awareness, but also how a self aware company can achieve high performance.

Speaker's Bio:

Ian MacNeil is the CEO of League Data, along with Carrie Forbes, Director of Solutions. League Data is the CIO for credit unions in Atlantic Canada, facing many of the same challenges that institutions in the financial sector are dealing with in a world that is digital. Both are responsible for shifting the culture of the 42 year old IT organization to become empowered, agile, and able to respond to digitization in the financial sector. Ian has worked within League Data for 36 years, in all aspects of the company.

Speaker's Bio:

Carrie joined League Data in 2014, previously working with the Nova Scotia Government and Scotiabank, both in technology and human res

John Brubaker - Applied Leadership

Presentation Synopsis:
"Stadium Status: Taking Your Business To The Big Time" This workshop is a must for any professional who wants to dominate their space, attract ideal clients and become the go to expert in their market. Stadium Status is based on Coach Bru's newly released book of the same title.

You will learn how to be the hunted not the hunter when it comes to new business development. These are tried and true strategies adapted from elite level entertainers who call the stadium their office (musicians and athletes), John also share tactics from his years of recruiting college athletes and his experience helping his clients dramatically grow their brands.
The game has changed and you need to evolve because in today's ultra-competitive marketplace you're either different or you're invisible. In this program Coach Bru opens up his playbook to you.

You will learn:
How to position yourself based on the unique value you and only you create.
How to be in the transformation business vs. the transaction business.

Speaker's Bio:

John Brubaker is a nationally renowned performance consultant, speaker and award-winning author. John teaches audiences how to obtain better results in business with straightforward tools that turbo charge performance. Using a multidisciplinary approach, 'Coach Bru' helps organizations and individuals develop their competitive edge.

John is the author of two award-winning books: The Coach Approach: Success Strategies From The Locker Room To The Board Room, and Seeds of Success: A Leader, His Legacy, and The Lessons Learned. He also co-authored Leadership: Helping Others To Succeed.

Brubaker was recently named to Forbes Magazine's 'Top 10 Consultants Who Avoid The B.S'. John and his books have been featured in Forbes, CBS Radio, ESPN Radio, Talent Magazine, Sold Magazine, Fox Sports, Bloomberg News, NBC Sports Radio, Huffington Post and The **Street.com**.

His clients range from financial services to healthcare and manufacturing. Universities, sports teams and non-profits also call on John to enhance their teamwork and leadership performance.

John is a graduate of Fairleigh Dickinson University with a bachelor's degree in psychology and a master's degree in personnel psychology. Brubaker has completed his doctoral coursework in Sport Psychology at Temple University.

Teri Fearn- Know what you know AND where to find it

Presentation Synopsis:
Have you ever been frustrated that you can't find the information you need? Managing information so that the right people have access to the right information at the right time is one of the biggest challenges and opportunities that we face in IT.

This interactive session will look at current best practices in IT Knowledge Management. Discuss the challenges you are facing in your environment, dissect a sample knowledge management taxonomy and consider current technology options to support the efficient management of knowledge resources.

Speaker's Bio:

Today's world is more complex than ever and with an ever increasing velocity of change. Teri's second passion, right after great coffee, is finding ways to simplify and build flexible repeatable processes that keep things running smoothly with a minimum of effort.

Teri is a business analyst, change manager, program and project manager with 16 years experience supporting IT for manufacturing, retail, transportation and shared services. Her dream is to help the maritime provinces leverage our abundant skills and resources to build a strong sustainable economy where our family, friends and neighbours can live, work and thrive.

Brian Fanning – Human-centered Design

Presentation Synopsis:

Goal: Demonstrate how human-centered design processes & tools enrich requirements gathering for software development.

Key Message: Developing requirements without effectively engaging your users is a huge risk.

Who will benefit: software architects/developers, user experience designers, project managers, product owners.

Benefits: Speed to market, better understanding of the user need, clearer definition of project scope, lower risk, higher adoption, less re-work, higher customer satisfaction..

Speaker's Bio:

An experienced web architect, a passionate user experience advocate, and self-professed "creative techie" with over 10 years experience in web design and development. Brian currently works as an Innovation Specialist, Technical Business Analyst and User Experience designer at T4G Limited's Halifax location.

Anas Aman – Mobile Application Quality Assurance and Testing

Presentation Synopsis:
Since their mass adoption, mobile devices have been disrupting how service providers are interacting with their customers. Consumers are expecting more out of their apps, without a compromise of quality. These new dynamics of more functionality, ever changing devices, speed of delivery, and endless options create new challenges for how the apps are developed and tested.

In order for the modern QA analysts to overcome these challenges they need to adapt new techniques that go beyond the traditional methods. This session will explore:

- The impact of mobile devices on services

- Unique challenges of mobile testing

- Mobile testing best practices

- Cognitive test design & script-less automation in the mobile space

- Continues testing and Sentiment Analysis

Speaker's Bio:

Anas is a Test Manager in the IBM CIC NS center working on a Payment Service Hub application. He has previously managed teams of QA analysts on a Mobile Banking project and has an intensive Online Banking and Investment testing experience. He holds an MBA from Saint Mary's University, and Bachelors degree in Computer Science with minor in Finance from Dalhousie University. Anas' experience in Test & Project Management is acquired through, QA Test Manager role, Team Lead role, MBA courses in project management, consulting, and Leadership, Computer science courses in software engineering, and through multiple undergraduate Commerce and Finance courses.

Session Four

Management and Leadership Track 1
Victoria McIntosh
The Art of War in the Digital Age: Protecting Your Business with the Wisdom of Sun Tzu

Management and Leadership Track 2
John Robertson
Lean Startup Strategy

Management and Leadership Track 3
Emily Hemlow
Leadership Communication

Innovation and Technology Track 1
Jordan Kyriakidis
(QRA Corp)
Eliminating errors in complex systems to enable the Internet of Things

Innovation and Technology Track 2
Patrick Rogers
(Microsoft)
Augmented Reality and Artificial Intelligence

Victoria McIntosh- The Art of War in the Digital Age: Protecting Your Business with the Wisdom of Sun Tzu

Presentation Synopsis: Do you feel overwhelmed by the news and how-to of cybersecurity, even though you recognize awareness of threats is mandatory for today's business environment? Cybersecurity and privacy protection concerns are at the forefront of business today, but it can be daunting to talk to the IT team without knowing the language. Before drowning in new ideas and technology, you need to understand the basics of strategy from the master who taught it: Sun Tzu, author of the Art of War. A legendary general during China's Warring States period, he re-defined military strategy on a level never emulated since.

Move ahead twenty-five hundred years later and Sun Tzu's masterpiece continues to remain a key guide in protecting your assets and holding ground in uneasy times. Information and Privacy Professional Victoria McIntosh breaks down the critical components of your business's new cyber defence plan using the world's oldest, and most effective, guide to defeating the enemy.

Speaker's Bio: Victoria McIntosh is an Information and Privacy professional residing in Halifax, Nova Scotia. With over six years experience, she is committed to assisting clients with the growing challenges of controlling their information resources through strategic information management, data governance, and privacy controls. Working with both people and technology, she embraces change and believes there are few industries data and machine learning won't be a part of going forward; however hands-on observation has her recognize that technology will always need to interface with human perceptions and values to be effective. Victoria has received an honours BA in History from Mount Allison University, an MLIS degree from the University of Western Ontario, and is certified by the International Association of Privacy Professionals as an Information Privacy Technologist.

John Robertson- Lean Start-Up Strategy

Presentation Synopsis:
Lean Start-Up is a growing method for launching new ideas into the market. In this talk John will speak to the real world example of HomeEXCEPT and how it used Lean Start-Up. HomeEXCEPT is a Halifax based ICT start-up using cellular IoT and machine learning (AI) to improve outcomes in Senior Care.

Speaker's Bio:

John has over 20 years of progressive experience in business development. He is an entrepreneur "incubating ideas" that are simple and intuitive. Often this requires blending the old with the bleeding edge. Today, John's work focuses on subscription based IoT and machine learning (AI) solutions.

Outside of business John is the father of three awesome boys. He is active with Rotary International working on youth leadership development projects. John also mentors young entrepreneurs with CEED, Futurepreneur, Volta Labs and Dalhousie Univesity's Starting Lean Program.

Emily Hemlow – Leadership Communication

Presentation Synopsis:
The ability to speak with clarity, conviction, and influence is critical to leadership. To be truly effective, leaders must be able to inspire action every time they speak, from formal and informal presentations to conference calls, one-on-one conversations, impromptu discussions, and Q&A sessions. Speaking as a Leader® meets this goal by enabling participants to speak as polished, inspirational leaders in every interaction.

POWERFUL LEARNING OUTCOMES
In attending Speaking as a Leader, participants will strengthen their ability to consistently:

- Approach communication with the intent to inspire action.

- Speak with clarity and conviction in every interaction.

- Communicate a powerful message that reflects their leadership thinking.

- Support their message using a clear, logical structure.

- Close with a clear call to action.

- Display the presence, both physical and verbal, of a leader.

- Plan effectively for critical conversations.

- Structure their thinking on the fly in impromptu discussions.

Speaker's Bio:
Emily is an executive coach and program developer with The Humphrey Group, North America's premier leadership communications firm. She is a highly sought-after coach and instructor, delivering one-on-one coaching, group training and keynote addresses. She works with executive clients across a range of industries, including in the financial services, technology and the public sector - to strengthen their ability to lead through inspirational communication.

Emily brings a global perspective and a discerning understanding of her clients' needs to her work, drawing on her international experience teaching in higher education in the Middle East and subsequent background in executive education working with the Rotman School of Management at the University of Toronto.

At The Humphrey Group, Emily takes a leading role in developing and delivering leadership communication programming. She specializes in designing and delivering women's leadership programs. Emily is committed to supporting women to succeed in their leadership roles by communicating with conviction and inspiring action.

Emily received her Bachelor's degree in Performance Theatre from Simon Fraser University and holds a Master's degree in Near and Middle Eastern Civilization from the University of Toronto.

Jordan Kyriakidis – Eliminating errors in complex systems to enable the Internet of Things

Presentation Synopsis:
As the Internet of Things continues to grow the underlying systems and software become increasingly complex. Due to this increasing complexity, errors become incredibly hard to find while their consequences are only getting more dire.

Jordan will talk about an innovative tool-set that aims to identify errors at the earliest stages of development - when they are the easiest and least resource-intensive to fix.

Companies developing complex systems can spend as much as 40% of their budget on testing and rework due to errors found late in development. This issue is growing and is one of the major impediments to innovation. Without new tools to address this verification problem innovation in areas like the Internet of Things will be slow and plagued with issues.

Speaker's Bio:

Jordan Kyriakidis is co-founder and CEO of QRA Corp. He has over a decade of successful leadership experience, guiding and inspiring teams of driven, high-performance individuals to collective success. An accomplished scientist with numerous publications, Jordan created the initial algorithms powering the QVTrace engine and has successively taken fundamental research out of the university laboratory and developed it into compelling and necessary engineering tools. Jordan is most proud of the culture and team at QRA. He has recruited some of the top technical and business talent in order to collectively execute the strategic vision of QRA.

Jordan holds a PhD, summa cum laude, in Theoretical Physics from the University of Basel, Switzerland. Jordan is also a board member of the Young Naturalists Club of Nova Scotia.

Patrick Rogers- Digitally Transforming the Enterprise with Mixed Reality

Presentation Synopsis:
Microsoft's mission is to empower every person and every organization on the planet to achieve more. We endeavour to spark the imagination by building products that inspire the creativity in all of us. In this session, we will discuss Microsoft's perspective on Mixed Reality and the investments we are making in software, services and devices to democratize this technology. The ability to blend the physical world with the digital one opens up entirely new ways to approach business problems and provide solutions that are only limited by our imagination.

Speaker's Bio:

For the past 23 years (20 at Microsoft), Patrick has been dedicated to the IT sector, teaching, architecting, and providing strategic advise primarily across Atlantic Canada Enterprise and Government customers alike.