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Welcome to the **UNLEASH YOUR POTENTIAL**

ELEVATING BUSINESS ANALYSIS EXCELLENCE
CONFERENCE | MAY 14-15, 2026

Welcome to the 2026 Unleash Your Potential Conference

Welcome to the 2026 Unleash Your Potential Conference from the Conference Planning Committee. 12 IIBA Chapters have pulled their resources together to deliver this unprecedented business analysis professional development opportunity to you. Each chapter put a representative on the planning committee, so this conference was planned by all 12 IIBA chapters.

We are so happy that you were able to join us today. We have a fantastic lineup of thought leaders, speakers and trainers from the global business analysis community for you. You will hear great topics and insights from these speakers, so look forward to a great day of learning, fun and networking opportunities today. We encourage you to participate in the discussions, ask questions, take notes and take what you learn back to help your organization and/or clients improve.

This conference is worth 7 IIBA® CDUs, and 7 PMI® PDUs for attending the live sessions today. You can increase that by watching the recordings of the sessions you were not able to attend during the live event to claim a maximum of 25 CDUs/PDUs. Session recordings will be available page for six (6) months following the live event. Each workshop on Thursday is worth 4 PD Hours for IIBA certifications, as well as 4 CDUs and/or PDUs, for a maximum of 8 PD Hours/CDUs/PDUs for the day.

Enjoy your day, and please take full advantage of the learning and networking opportunities afforded you today. We hope to see you at future events of all our chapters, you are always welcome to attend.



Conference at a Glance

Event Overview:

Workshops. Half-day Training Workshops delivered on Thursday, May 14, 2026. Workshops delivered by highly sought after trainers from the global business analysis conference. Five workshop topics available. Registrants will have the opportunity to sign-up for up to two workshops (one in morning, one in afternoon).

Convenient Virtual Event Platform. Easy navigation. Easy to find information. Easy to get into the sessions. Plus recording available and easy to find following the live event. Virtual allows 12 business analysis communities to join us today. Introduce yourself to somebody new.

Morning Keynote. Keynote address from Delvin Fletcher, President and CEO of International Institute of Business Analysis (IIBA®) on Friday morning, May 15, 2026.

Track Presentations. 23 presentations on five (5) topic tracks. Presentations delivered by thought leaders, frequent speakers and trainers in the global business analysis community.

Learn By Doing! A presentation track contains presentations that involve activities for audience participants to participate in. Whether collaborative games, prompting GenAI, or doing data analytics, participants will get hands-on experience in these business analysis techniques and activities.

Voices and Perspectives. A presentation track containing panel discussions. Our speakers get together to give their insights and perspectives on chosen topics.

Afternoon Keynote. Keynote address from Dr. Joe Perez, a highly sought after keynote speaker, award winning Data Analytics Thought Leader and Best Selling Author.

Prizes. Prizes will be given away throughout the day and at the end of the conference. We will spin the wheel to select winners. You need not be present to win.

The Strength of 12 IIBA Chapters. You will notice all 12 chapters involved in the conference. From opening remarks to closing remarks, you will see the Presidents and representatives from the chapters involved. Spinning the wheel, introducing the keynote speakers and facilitating the panel discussions, they are all involved.

Recordings. Conference sessions will be recorded and all registrants will have access to them for six (6) months following the live event. Recordings are saved in the event platform, so just enter the lobby of the event. There will be a 'Watch Video' button on all sessions. This is how you can increase your CDUs for the conference. Workshops will not be recorded, you must attend those live on Thursday, May 14th.

Conference at a Glance

Workshops, May 14, 2026

all times are Eastern Daylight Savings Time (EDT)

8:00am - 12:00pm	Seeing the Whole: Systems Thinking for Strategy and Outcomes <i>with Bruce Gay</i>	Augmented Analysts: Real-World AI Use Cases Transforming Business Analysis <i>with Narayanan Bhoopalaretnam</i>	Stakeholder Management for Smoother, More Productive Projects <i>with Thea Soehren</i>
12:00pm - 1:00pm	L U N C H		
1:00pm - 5:00pm	Expanding your Badass Technique Toolbelt (The Badass BA goes agile) <i>with Jennifer Battan</i>	Requirements for Analytics, AI, and Data-As-A-Product <i>with Yulia Kosarenko</i>	

Conference, May 15, 2026

all times are Eastern Daylight Savings Time (EDT)

9:00am - 9:05am	Opening Remarks - Denise Sandford, President Bluegrass IIBA Chapter				
9:05am - 10:00am	Morning Keynote Session: Ten skills for future business analysis <i>by Delvin Fletcher, President & CEO, IIBA®</i>				
10:00am - 10:15am	break/prizes				
10:15am - 11:10am	AI & The Future BA Influence Without Authority: The Strategic BA's Role in Digital Transformations <i>by Nastassia Shahin</i>	Strategic Impact and Leadership Question Everything: The Art of Productive Conversations <i>by Mindy Bohannon</i>	Communication Mastery From Chaos to Clarity: A Blueprint for High-Impact Meetings <i>by Narayanan (David) Bhoopalaretnam</i>	Learn by Doing! AI for Business Analysts: Learn by Doing! <i>by Van Miller</i>	Voices & Perspectives Mastering Stakeholder Communication: <i>Pamela Paterson</i> <i>David Oley</i>
11:10am - 11:20am	break/prizes				
11:20am - 12:15pm	Beyond the Classroom: Building Your BA Skills 24/7 with AI "Helpers" <i>by Tom Tomasovic</i>	Redefining Strength: The Key to Boosting Your Organization's Well-Being <i>by David Oley</i>	Get Rid of the Waste! How to Boost Your Communication by Shrinking It <i>by Pamela Paterson</i>	Spark Your Stakeholder Sessions: Interactive Collaborative Games Workshop <i>by Staci Hawkins and Aaron</i>	Agile Topics for Business Analysts <i>Mindy Bohannon</i> <i>David Vrbanek</i>
12:15pm - 12:55pm	lunch				
12:55pm - 1:00pm	prizes				
1:00pm - 1:55pm	AI & The Future BA Staying Relevant: Where Humans Outperform AI <i>by Yulia Kosarenko</i>	Strategic Impact and Leadership Analysis that Matters: Turning Insight into Measurable Impact <i>by David Vrbanek</i>	Communication Mastery Before You Build: 5 Questions That Decide Whether Analytics Will Matter by Dave Cherry	Learn by Doing! The Amateur Futurist, 3 Concepts and You <i>by Felicia Joyner</i>	Voices & Perspectives AI as a Tool for Business Analysts <i>Angela Wick</i> <i>Tom Tomasovic</i>
1:55pm - 2:00pm	break/prizes				
2:00pm - 2:50pm	Unlocking the Power of AI Agents: From Theory to Practice <i>by Van Miller</i>	Unlocking Value with OKRs: Transforming Strategy into Measurable Success <i>by Martina Svoboda</i>	Waffles or Scrambled Eggs: Bringing All of You to What You Do <i>by Jennifer Battan</i>	Relational Context Diagrams and User Story Creation <i>by Tomette Kirk</i>	The Evolution of the BA Role: From Tactical to Strategic <i>Thea Soehren</i> <i>Felicia Joyner</i> <i>Yulia Kosarenko</i>
2:50pm - 3:00pm	break/prizes				
3:00pm - 3:45pm	The NextGen BA - Your BA Role is Changing <i>by Angela Wick</i>	Beyond the Requirements: Business Analysis as Strategic Advisors <i>by Thea Soehren</i>	Leveraging Emotional Intelligence for a More Human Centered Leadership <i>by Luis Moreno</i>		
3:45pm - 4:40pm	Afternoon Keynote Session: The Difference: Leadership Lessons from a Home-Built Car <i>by Dr. Joe Perez</i>				
4:40pm - 5:00pm	Closing Comments & Giveaways - Thea Soehren, President, Tampa Bay IIBA Chapter				

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Workshops

Thursday, May 14th Morning: 8:00 AM to 12:00PM EDT (choose one of three)

Seeing the Whole: Systems Thinking for Strategy and Outcomes

Business analysts are often asked to help turn strategy into execution, yet many initiatives still struggle to deliver meaningful results. A common reason is focusing too narrowly on requirements, processes, or individual metrics without fully understanding the larger system in which the work takes place.

This interactive 4-hour workshop introduces practical systems thinking techniques that help BAs step back and “see the whole”, i.e., how strategy, execution, behaviors, and outcomes are interconnected. Participants will learn how to define system boundaries, identify feedback loops, and recognize unintended consequences that can undermine well-intended solutions. Through hands-on exercises and facilitated discussion, attendees will practice reframing real business challenges from a systems perspective and identifying leverage points where analysis and action can create the greatest impact.

This workshop emphasizes application over theory and provides tools that can be used immediately to improve strategic alignment, avoid solving the wrong problems, and focus measurement on outcomes that truly matter to the organization.

By the end of this workshop, participants will be able to:

1. Apply systems thinking to align business initiatives with strategic intent.
2. Identify feedback loops and leverage points that shape execution and outcomes.
3. Reframe requirements and success measures to focus on system-level outcomes.

Instructor: Bruce Gay, PMP; Founder and Principal, Astrevo Labs



Bruce Gay, PMP helps individuals improve their business skills, become better leaders, and achieve professional greatness. Bruce is a well-received speaker in the areas of design thinking, systems thinking project/program management, cross-team collaboration, and AI tools for projects, and has presented at regional and international conferences. For the past 15+ years, Bruce managed product teams that incorporated UX Design and Design Thinking methodologies into their product development processes. Bruce has over 25 years of project and program management experience across multiple

industries. He has a Master’s degree from The George Washington University and a B.A. from the University of North Carolina Chapel Hill. Bruce currently runs a freelance training and consulting business called Astrevo Labs (www.astrevo.com). Bruce lives in Pittsburgh, USA with his wife, two daughters, and his dogs.

Augmented Analysts: Real-World AI Use Cases Transforming Business Analysis

The rise of artificial intelligence is redefining the role of business analysts, enabling faster insights, smarter decision-making, and more efficient processes. In this session, “Augmented Analysts: Real-World AI Use Cases Transforming Business Analysis”, we explore how AI-powered tools are being applied across industries to enhance requirements gathering, process modeling, data analysis, and stakeholder communication. Through real-world examples and practical demonstrations, participants will learn how AI augments traditional BA practices, drives productivity, and unlocks strategic value for organizations. Attendees will gain actionable insights on integrating AI into their workflows, bridging technology with human expertise to become truly augmented analysts.

Instructor: Narayanan (David) Bhoopalaretnam, MBA, CPCU, FLMI, FIII



My Motto: Guided by integrity, dignity, and honor, I lead by example and hold myself to the highest ethical standards.

I am an accomplished Functional Analysis and Technology Leader with over a decade of experience in requirements management, data analytics, product strategy, and enterprise process improvement. I specialize in enabling high-performing teams and optimizing insurance technology platforms — including Guidewire ClaimCenter and PolicyCenter — to drive efficiency, scalability, and measurable business outcomes.

My career has been built on clarity, accountability, and collaboration, bridging business and IT to transform complex requirements into actionable solutions. I believe leadership is not about authority, but about creating an environment where people can grow, innovate, and succeed together.

As Vice President of Technology for the IIBA Greater Philadelphia Chapter, I am passionate about advancing the business analysis profession and mentoring the next generation of technology professionals.

I make a personal promise in every role I take: To work hard, think smart,

Stakeholder Management for Smoother, More Productive Projects

This interactive workshop equips project professionals with practical strategies to manage stakeholders effectively. Participants will learn how to identify stakeholder needs, personalities, and goals, establish clear communication channels, and create governance structures that prevent conflicts and delays. The session emphasizes collaboration with project leadership, kickoff best practices, and adapting stakeholder engagement to different project styles (Agile, Waterfall, Hybrid), and more!

Instructor: Thea Soeren, CBAP, CSPO, ICP-APO, Founder, BA Force Multiplier



At the forefront of Business Analysis at The Cincinnati Insurance Companies, I serve as a Senior Business Analyst blending strategic thinking with technical expertise. My certifications fuel my passion for delivering solutions that streamline processes, enhance system performance, and ultimately make people's lives better.

As President of the IIBA Tampa Bay Chapter, my welcoming approach has helped grow a vibrant community of professionals. Under my leadership, we've hosted weekly training sessions and facilitated 200+ study groups, earning the IIBA Global Professional Development

Award in 2025.

Beyond the chapter, I actively teach and speak for other IIBA chapters and organizations worldwide, sharing insights that elevate the practice of Business Analysis. Honored as IIBA Volunteer of the Year for the USA Southern Region, I advocate for excellence in Business Analysis and Project Management while mentoring the next generation of leaders.

My vision is simple: to create opportunities that transform careers and elevate the impact of Business Analysis worldwide.

Thursday, May 14th Afternoon: 1:00 PM to 5:00 PM EDT (Choose one of two)

Expanding your Badass Technique Toolbelt (The Badass BA goes agile)

It's time to harness your BA superpowers! Every BA has the power to communicate, collaborate and document, but if you continue to use the same old comfortable techniques, you may get stuck feeling like a sidekick. The Badass BA is known for techniques for a reason. We've shared 35 analysis techniques in Badass BA Techniques Part 1 and Part 2. If you give us 4 hours, we'll pack in as many modern collaborative techniques as we can. We'll focus on techniques that will load up your backlog, communicate vision, understand your customers, facilitate and prioritize. This dynamic, fun and interactive workshop has one goal, you'll learn by doing! You will learn and actively practice techniques to help you elicit, analyze, facilitate, and more, that you can use immediately on the job.

- Learn how to facilitate at least 10 techniques that will expand your Badass BA superpowers
- Actively practice techniques to identify and analyze customers
- Kick your elicitation up a notch with a technique that not only digs into details, but loads up your backlog

Instructor: Jennifer Battan, CBAP, Founder, Spark Collaborative



Jennifer Battan, founder of Spark Collaborative, blends creativity with problem-solving expertise to empower teams worldwide. An acclaimed speaker and educator, Jennifer's toolkit includes VIEW, LEGO® Serious Play®, and Gamestorming. Jennifer brings her unique blend of engagement to every setting, guiding teams to achieve serious results while having fun.

Requirements for Analytics, AI, and Data-As-A-Product

This workshop will focus on how the requirements for analytics projects are different, and what tools and techniques to use. The participants will learn:

- Specifics of analytics and AI projects
- Four types of analytics and how the requirements will differ
- How to analyze data sources
- Data pipeline requirements
- Requirements for AI implementations
- Analysis for Data-As-A-Product

This workshop is best suited for experienced business analysts who worked on different types of projects before and are looking to expand their competencies into the application of data science and AI.

Participants will be provided with templates and examples and will collaborate on a case study example.

Instructor: Yulia Kosarenko, Owner, Why Change Consulting



Yulia Kosarenko is a speaker, consultant, and author of the books "Business Analyst: A Profession and a Mindset" and "Foundations of Business Analytics."

She divides her time between consulting and teaching, with a focus on architecture, business analysis, and analytics. Yulia shares her expertise with the professional community through coaching, articles, webinars, the "Why Change" YouTube channel, and the BA Mindset Mentorship Circle. You can always find her at why-change.com.

Conference Presentation Tracks:

Track 1: AI & The Future BA (Emerging Technologies). Explore how artificial technology is transforming the business analysis profession. Learn practical ways to leverage AI tools, understand where humans excel, and prepare for the evolving role of BAs in an AI-driven world.

Track 2: Strategic Impact and Leadership (Elevating Your Influence). Move beyond documentation to become a strategic advisor. Discover how to build credibility, influence without authority, drive measurable business outcomes, and position yourself as a trusted partner at all organizational levels.

Track 3: Communication Mastery (Human Connection Skills). Master the subtle art of effective communication, from running productive meetings to reading the room without saying a word. Learn techniques for stakeholder management, boundary-setting, and facilitating collaboration in virtual and hybrid environments.

Track 4: Learn by Doing! (Interactive Skills Lab). Roll up your sleeves and practice real BA techniques through hands-on exercises and interactive activities. Every session includes audience participation where you'll apply what you learn in real-time.

Track 5: Voices and Perspectives (Expert Panel Discussions). Join dynamic conversations with experienced practitioners as they share diverse viewpoints, debate best practices, and answer your toughest questions. These moderated panel discussions bring together multiple experts to explore critical topics affecting today's business analysts, offering real-world insights and practical wisdom you can apply immediately.

Conference Presentations

Morning Keynote Address: 9:05 AM – 10:00 AM EDT

Ten skills for future business analysis

Everywhere around us, there are voices clamouring for attention.

Choose my method! Use my agent! Deploy my tool! You **must** have an AI strategy!

I've learned over many years of work that the voices aren't automatically wrong. But they're also not automatically right either. That makes it a little harder. We're not saying yes or no. It might depend on context, or stakeholders, or timing, or maturity, or traceability, or any of a long list of other factors.

These days, I'm listening for voices to help navigate all of this. I'll share some of what I've been learning as I hear wise and relevant thinking – both inside and outside our space – and how they might help us do our best work going forward.

Presented by Delvin Fletcher, President and CEO, International Institute of Business Analysis (IIBA®)



Delvin Fletcher joined IIBA as President and Chief Executive Officer to lead a dynamic, growing, and global organization in January 2020. Prior to that he worked for Chartered Professional Accountants of Ontario, where he was CIO and led digital transformation in a complex membership and regulatory not-for-profit association. He spent his early professional years with KPMG Management Consulting serving on strategy, marketing, technology, and operations projects in North America and EMEA. He has served in leadership roles with both multinationals and high growth privately held companies, including

SAP and Shred-it International as well as entrepreneurial ventures, interim leadership roles and not-for-profit organizations, including Ethoca Limited, where he was CIO and Xchange Technology Group where he was COO responsible for global IT, HR, operations, and professional services.

Track Sessions: 10:15 AM – 11:10 AM EDT

AI & The Future BA Influence Without Authority: The Strategic BA's Role in Digital Transformation <i>with Nastassia Shanun</i>	Strategic Impact and Leadership Question Everything: The Art of Productive Conversations <i>with Mindy Bohannon</i>	Communication Mastery From Chaos to Clarity: A Blueprint for High-Impact Meetings <i>with Narayanan (David) Bhoopalaretnam</i>	Learn By Doing! AI for Business Analysts: Learn by Doing! <i>with Van Miller</i>	Voices & Perspectives Mastering Stakeholder Communication Panel Discussion
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AI & The Future BA

Influence Without Authority: The Strategic BA's Role in Digital Transformation

Digital transformation initiatives often fail not because of technology, but because teams move fast without shared direction, clear priorities, or alignment between strategy and execution. In this gap, Business Analysts are uniquely positioned to create clarity and influence outcomes—often without formal authority.

This session explores the evolving role of the Business Analyst as a strategic partner in digital transformation. It shows how BAs connect vision to execution by combining human-centered thinking, data-driven decision-making, and stakeholder trust-building. Through practical examples, the talk illustrates how BAs influence key decisions, challenge assumptions, and keep teams focused on measurable business outcomes.

Participants will learn how strategic BAs operate across three critical dimensions: as design thinkers who uncover real user needs, as data translators who turn metrics into insight, and as trusted partners who align stakeholders around shared goals. The session also demonstrates how these capabilities help organizations avoid misaligned initiatives, reduce waste, and deliver tangible results.

Presented by Nastassia Shahun, Senior IT Business Analyst & Product Owner



Nastassia Shahun is a Senior IT Business Analyst & Product Owner with extensive experience across FinTech and eCommerce, supporting complex products, discovery initiatives, and multi-team collaboration. She is also a conference speaker, writer, mentor at major international hackathons, and the Editorial Lead at the IIBA Poland Chapter, where she shapes content standards for the BA community.

Question Everything: The Art of Productive Conversations

The most productive conversations don't happen by accident - they're driven by business analysts who know how to question everything strategically and listen with intention. This essential skill helps us uncover hidden requirements, challenge assumptions, and determine whether to dig deeper or explore new territory.

In this interactive session, you'll discover how different question types—from open-ended exploratory questions to targeted confirmatory ones—unlock different insights and drive stakeholder conversations forward. We'll also explore active listening techniques that move beyond passive hearing to demonstrate engagement, validate understanding, and build trust. Through real-world examples and immediately applicable techniques, you'll leave equipped to conduct elicitation sessions that spark clarity, alignment, and innovation.

Come prepared to practice the power of questions and be rewarded with the skill of listening.

Presented by Mindy Bohannon, CBAP, Agile Analyst/Managing Consultant, Excella



Mindy has 20+ years of experience as a business analyst, agilist, and database developer. She brings rich technical and strategic expertise to a variety of projects, like spearheading application modernization efforts. Over the years, she's presented many sessions on agile methodologies, analysis, and professional development at local and national conferences. As president of the local IIBA DC Metro chapter, Mindy actively promotes knowledge sharing in the BA community. She thrives on innovating solutions, fostering win-win relationships, and guiding individuals and organizations toward their highest potential for

success.

Communication Mastery

From Chaos to Clarity: A Blueprint for High-Impact Meetings

Meetings are often where strategy stalls, decisions drift, and productivity disappears. Yet with the right structure, they become the engine of alignment, accountability, and actionable outcomes. From Chaos to Clarity: A Blueprint for High-Impact Meetings presents a practical framework for transforming unproductive, disorganized meetings into focused, results-driven sessions that move work forward. This session outlines the core principles of effective meeting design, including clear objectives, purposeful agendas, disciplined facilitation, decision tracking, and post-meeting follow-through. Participants will learn how to eliminate noise, reduce confusion, and create a meeting culture where every minute has value and every conversation leads to clarity and impact.

Presented by Narayanan (David) Bhoopalaretnam, MBA, MCA, CPCU, FLMI, CII, CBAP, AAC, CPOA



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As Vice President of Technology for the IIBA Greater Philadelphia Chapter, I am passionate about advancing the business analysis profession and mentoring the next generation of technology professionals.

I make a personal promise in every role I take:

To work hard, think smart, and lead strategically and creatively; to create win-win outcomes for my organization and team without ever compromising on integrity, ethics, or authenticity.

I will never sacrifice my team members for personal advancement, and I will always show courage, even in difficult situations — because true leadership stands firm on principles, not positions.

Learn By Doing!

AI for Business Analysts: Learn by Doing!

Join Van Miller for an interactive series that bridges the gap between business analysis practice and emerging AI technology. This practical workshop will explore how Generative AI can enhance your effectiveness as a business analyst through real-world application. Working through an authentic business scenario, you'll step into the role of a business analyst tasked with a specific organizational objective. Together, we'll navigate the complete analytical journey—from understanding the business case to executing key BA tasks—while discovering how GenAI can serve as a powerful assistant throughout the process.

This isn't just a demonstration; it's an opportunity to see GenAI in action across various business analysis activities. You'll gain practical insights into:

- How GenAI can accelerate requirements elicitation and analysis
- Ways to leverage AI for stakeholder communication and documentation
- Techniques for using GenAI to identify risks, gaps, and opportunities
- Practical prompting strategies that yield actionable results

Presented by Van Miller, CBAP, Senior Business Analyst, Cincinnati Insurance Company



Van Miller is a Certified Business Analysis Professional (CBAP®) with 30+ years of IT experience implementing and supporting complex business processes at large companies. He lives in Cincinnati Ohio. He is currently working on projects for personal and commercial lines of insurance. Most recently he is leading a small AI research team with the goal of helping BAs better understand AI and how to use it as a tool to make them more productive.

Voices & Perspectives

Mastering Stakeholder Communication

Effective communication is the cornerstone of successful business analysis, yet it's often where projects derail. Our panelists explore the art and science of stakeholder engagement—from asking the right questions to influencing without authority. Discover techniques for running productive conversations, managing difficult dynamics, and using storytelling to drive decisions. Learn how to build trust, navigate organizational politics, and ensure your message lands with impact. Bring your toughest communication challenges and get real-world strategies from practitioners who've mastered the human side of BA work.

Facilitated by: Olivia Hampton, President, Palmetto IIBA Chapter

Panelists:

- Pamela Paterson
- David Otey

Track Sessions: 11:20 AM – 12:15 PM EDT

AI & The Future BA Beyond the Classroom: Building Your BA Skills 24/7 with AI "Helpers" <i>with Tom Tomasovic</i>	Strategic Impact and Leadership Redefining Strength: The Key to Boosting Your Organization's Well-Being <i>with David Otey</i>	Communication Mastery Get Rid of the Waste! How to Boost Your Communication by Shrinking It <i>with Pamela Paterson</i>	Learn By Doing! Spark Your Stakeholder Sessions: Interactive Collaborative Games Workshop <i>with Steph Hawkins and Aaron Whittenberger</i>	Voices & Perspectives Agile Practices for Business Analysts Panel Discussion
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AI & The Future BA

Beyond the Classroom: Building Your BA Skills 24/7 with AI "Helpers"

What if you could practice stakeholder conversations whenever you needed—without risking real relationships? What if an experienced BA mentor was available 24/7 to guide your approach?

This interactive session introduces an AI learning ecosystem that bridges the gap between BA training and real-world practice.

You'll meet two complementary AI helpers:

Digital Tom - a senior BA mentor who guides elicitation strategies, analyzes stakeholder dynamics, and coaches you through challenging scenarios.

OVV Stakeholders - five distinct personas from a fictional winery, each with authentic personality and realistic information boundaries. They respond like real stakeholders—revealing more with skilled questioning, showing resistance when pushed too hard.

See how question quality determines what stakeholders reveal, how different perspectives create conflict, and how an AI mentor helps you develop better approaches through an interactive demo/exercise.

You'll leave with the case study, access to both helpers, and a practical understanding of how AI supports ongoing professional development in ways traditional training cannot.

Presented by Tom Tomasovic, Freelance BA Instructor/Trainer



I enjoy helping BAs do their job better!

Tom Tomasovic is passionate about elevating the business analysis profession through innovative training and mentoring. With 20+ years of experience, he has built BA practices from the ground up, including leading a team at a major healthcare payer, where he hired and mentored several IIBA-certified professionals.

As a freelance instructor since 2016, Tom has trained hundreds of students preparing to enter the BA domain or to achieve IIBA certification (ECBA, CCBA, CBAP, AAC, CBDA, CPOA), maintaining consistently high satisfaction

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ratings. He holds multiple IIBA certifications and credentials spanning requirements engineering, data visualization and analytics, and Agile practices.

Tom combines real-world experience with a passion for making complex concepts accessible. Currently developing AI-powered learning tools, he believes the future of BA training lies in leveraging artificial intelligence to help practitioners "be a better BA."

Redefining Strength: The Key to Boosting Your Organization's Well-Being

Business analysts often serve as the connective tissue of an organization, yet many quietly shoulder pressure, ambiguity, and stakeholder expectations without feeling safe to ask for support. This session challenges the long-held belief that strength means self-reliance. Instead, David Otey shows how asking for help is a strategic skill that builds clarity, trust, and sustainable performance.

Drawing from lived experience and practical communication tools, David reveals how vulnerability creates psychological safety, improves collaboration, and reduces the silent strain that leads to burnout. Attendees learn how to recognize signs of struggle, use story to spark openness, and foster environments where teams speak up early, before small issues become critical obstacles.

Presented by David Otey, M.A. in Communications and MBA. Speaking Solutions LLC



David P. Otey is a speaker, coach, trainer, and author who has helped thousands across three continents grow personally and professionally. A former engineer, he knows how to engage analytical thinkers and make communication skills practical and accessible. His interactive programs—both in-person and online—give participants greater confidence and usable tools. As a coach, he has supported graduate students completing Ph.D.'s, scientists renewing funding, and engineers advancing their careers.

He is the author of the Speaker's Quick Guide series, including *The Speaker's Quick Guide to Presenting with Confidence*. His biweekly podcast, *The Power of Story and Science*, highlights how sharing the story behind technical work helps that work make a real impact.

Otey holds a BA in Radio-Television-Film and Physics from Trinity University and an MA in Communication plus an MBA from the University of Texas at Austin.

Communication Mastery

Get Rid of the Waste! How to Boost Your Communication by Shrinking It

Did you know that 80% of meeting attendees are doing something else? How many times have you found yourself sitting in a meeting and tuning out part way through, hoping for the end? There is a better way to prepare and run meetings by capitalizing on Lean Six Sigma techniques applied to a communication context. Learn how to run effective meetings that result in better outcomes with less time wasted. Get rid of the communication waste that weighs you down, and join Pamela Paterson, a senior business systems analyst consultant, who has designed unique communication methods that work with stakeholders on tech projects.

Presented by Pamela Paterson, BA Consultant



Pamela Paterson, MS, CBAP, PMP, is a speaker, best-selling author, and senior tech consultant specializing in business systems analysis and project management. With a strong background in systems engineering and experience working with over 100 organizations, Pamela has delivered workshops, webinars, and presentations worldwide and authored 10 books, including two international best-sellers. Pamela has also taught project management for over ten years in Toronto, Canada. In 2023 and 2024, she stands out as one of the most active speakers on Sessionize. For more details, visit her LinkedIn

profile <https://www.linkedin.com/in/pamelapaterson/>, or contact her at pamelatheba@gmail.com.

Learn By Doing!

Spark Your Stakeholder Sessions: Interactive Collaborative Games Workshop

Ready to transform your brainstorming sessions from mundane to memorable? Join us for an energizing, hands-on workshop exploring dynamic collaborative games that will revolutionize how you generate ideas with stakeholders. In this interactive one-hour session, you'll do more than just learn about collaborative games – you'll actually experience them! Through live participation using online collaborative tools, you'll discover engaging techniques that can immediately enhance your stakeholder interactions and requirements elicitation processes. Whether you're new to business analysis or a seasoned professional, you'll walk away with actionable techniques to add to your BA toolkit. Come prepared to participate, share, and have fun while learning!

What you'll gain:

- Hands-on experience with proven collaborative games for idea generation
- Practical tools to make your stakeholder sessions more engaging and productive
- Techniques that work for both in-person and virtual meetings
- Methods to encourage participation from even your quietest stakeholders
- A fresh perspective on brainstorming that you can implement immediately

Whether you're new to business analysis or a seasoned professional, you'll walk away with action able techniques to add to your BA toolkit. Come prepared to participate, share, and have fun while learning!

Presented by Stephanie Hawkins and Aaron Whittenberger



Stephanie Hawkins has over 25 years' experience in the Information Technology field focusing on enterprise IT transformation, business analysis, project management, data governance, IT risk and controls. She holds a Master's degree in Information Assurance (MSIA) from Walsh College and is a Certified Information Security Auditor (CISA). Stephanie is a 2023 Inductee into the Bluegrass Business Analysis Hall of Fame and the 2022 IIBA Volunteer of the Year for the Americas Southeastern Region.



Aaron Whittenberger has over 35 years of Business and Information Technology experience, including 19 years of business analysis and 15 years as a Consultant. Aaron has earned his Certified Business Analyst Professional (CBAP®) certification, and a few other certifications. He is a 2016 Inductee into the Bluegrass Business Analysis Hall of Fame and the 2023 and 2024 IIBA Volunteer of the Year for the Americas Southeastern Region.

Voices & Perspectives

Agile Practices for Business Analysts

How do business analysts thrive in agile environments? Our expert panel dives into the practical realities of BA work in agile teams—from writing effective user stories to facilitating sprint ceremonies and collaborating with product owners. Explore how agile principles reshape requirements elicitation, analysis techniques, and stakeholder collaboration. Whether you're new to agile or looking to refine your approach, discover strategies for delivering value iteratively while maintaining analytical rigor. Get answers to your questions about bridging traditional BA practices with agile methodologies.

Facilitated by: Tajoura Davis, CBAP, President, Greater Boston IIBA Chapter

Panelist:

- Mindy Bohannon
- David Vebanek

Track Sessions: 1:00 PM – 1:55 PM EDT

AI & The Future BA Staying Relevant: Where Humans Outperform AI <i>with</i> <i>Yulia Kosarenko</i>	Strategic Impact and Leadership Analysis that Matters: Turning Insight into Measurable Impact <i>with David Vrbanek</i>	Communication Mastery Before You Build: 5 Questions That Decide Whether Analytics Will Matter <i>with Dave Cherry</i>	Learn By Doing! The Amateur Futurist, 3 Concepts and You <i>with Falcia Joyner</i>	Voices & Perspectives AI as a Tool for Business Analysts Panel Discussion
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AI & The Future BA

Staying Relevant: Where Humans Outperform AI

Surprising feats of AI models can both impress and terrify us. While there are many areas where machine learning and AI algorithms can deliver spectacular performance, we, humans, are better at many things.

Where do we outperform AI? How to develop professional competencies that are even more essential and relevant in the age of ubiquitous technology?

Delivering successful enterprise change and implementing new products requires more. Engaging diverse groups of people to work on projects requires diplomacy, facilitation, and communication skills. Designing successful solutions requires system thinking, creativity, and innovative ideas. Overcoming resistance to change requires tact and an understanding of human motivations.

This session will reinforce the importance of developing professional competencies that cannot be replaced by technology and AI. These durable skills and mindset are vital to our success in the age of AI.

Presented by Yulia Kosarenko, Owner & Principal Consultant, Why Change Consulting



Yulia Kosarenko is a speaker, consultant, and author of the books "Business Analyst: A Profession and a Mindset" and "Foundations of Business Analytics."

She divides her time between consulting and teaching, with a focus on architecture, business analysis, and analytics. Yulia shares her expertise with the professional community through coaching, articles, webinars, the "Why Change" YouTube channel, and the BA Mindset Mentorship Circle. You can always find her at why-change.com.

Strategic Impact and Leadership

Analysis that Matters: Turning Insight into Measurable Impact

In today's outcome-driven organizations, Business Analysis is no longer about producing documentation - it's about driving measurable impact. Analysis That Matters explores how modern BAs bridge the "value gap" between project delivery and real business outcomes by reframing problems, quantifying results, and influencing strategic decisions. Through real-world examples, this session shows how curiosity, clarity, and continuous measurement transform analysts from order takers into strategic partners who deliver lasting value.

Presented by David Vrbaneck, CSPO, SAFe PO/PM



David Vrbaneck is a senior business analysis practitioner with over 20 years of real-world project experience in industries such as financial services, health sciences, automotive, IT service management, and retail. He has led software development and business process improvement projects in blended PM/BA roles. David is a Lead Business Analyst at Computershare, a Certified Scrum Product Owner®, and a Certified SAFe® 5 Product Owner/Product Manager. He is passionate about teaching and developing business analysts and is active in the business analysis community sharing his industry and

professional expertise.

He also teaches at the University of Toronto's School of Continuing Studies. In 2022 David received the Career Impact Award from the University of Toronto School of Continuing Studies, an Excellence in Teaching Award based on nominations from learners in the courses. David also provides mentoring/coaching services to aspiring through seasoned BAs. You can contact David at www.linkedin.com/in/dvrbanek.

Before You Build: 5 Questions That Decide Whether Analytics Will Matter

Before You Build It: The 5 Questions You Must Answer That Decide Whether Analytics Will Actually Matter

Most analytics initiatives fail long before the algorithm or dashboard is built, often because the wrong questions were asked (or none at all). In this session, we'll walk through a 5-question decision rubric leaders can use before investing time, money, or resources into analytics. This framework helps teams distinguish between work that is interesting and solutions that are decisive and company-changing. Attendees will learn how to pressure-test analytics requests, align insights to real business decisions, and prevent "insight theater" that looks impressive but drives no tangible results.

Presented by Dave Cherry, Owner and Principal, Cherry Advisory LLC



Dave Cherry is a problem solver, executive strategist and speaker with over 30 years of experience working with clients across industries to define a customer experience strategy, enabled by innovation/technology and measured/informed by analytics.

He is a member of the International Institute of Analytics Expert Panel, serves on the Advisory Board for Women in Analytics, and has been a guest lecturer and taught courses at several universities. He is also the co-author of "Analytics Interpreted: A Compilation of Perspectives".

Dave has worked with and for leading organizations such as L Brands, Polo Ralph Lauren, Pfizer, Ascena Retail Group, Journeys, DSW, J Jill, Disney, Alliance Data, Nationwide Insurance, AEP, Huntington Bank, Cardinal Health, OhioHealth, John Deere, Deloitte Consulting and Price Waterhouse as well as numerous Private Equity and Venture Capital firms.

He holds a BS in Economics with a dual degree in Finance and Law from The Wharton School at the University of Pennsylvania.

Learn By Doing!

The Amateur Futurist, 3 Concepts and You

The future of business analysis is changing fast. It is not just about tools or templates. It is about how you think. In this session, you will explore three key ideas: Agentic AI, Quantum Thinking, and Human Tech Synergy. You will see how these shifts connect directly to your work as a Business Analyst. The session shows how these concepts impact requirements, stakeholder communication, and solution design. You will practice simple futurist thinking to stay flexible as technology and expectations evolve. Through guided discussion and hands-on exercises, you will explore how these trends affect your role, your stakeholders, and your organization. You will leave with clear signals to watch, skills to strengthen, and practical steps to stay ready for change. This session is designed for Business Analysts who want to stay relevant, think ahead, and adapt with confidence as the role continues to evolve.

Presented by Felicia Joyner ,CEO, Tekbiztranslations



Felicia Joyner, founder of TekBizTranslations, is here to make business better. She helps companies AIM—Automation, Innovation, and Motivation—so they stay sharp and competitive. Felicia’s all about digital transformation, guiding businesses to use tools like AI and data analytics without getting lost. She’s a pro at helping remote teams thrive, keeping talent happy and productive. Her mission? To simplify the chaos of change and ensure companies survive and dominate in today’s fast-paced corporate jungle.

Voices & Perspectives

AI as a Tool for Business Analysts

Artificial Intelligence is transforming how BAs work, but many professionals still wonder where to start and how to use it effectively. Join our expert panelists as they share practical strategies for leveraging AI in your daily BA work—from crafting effective prompts to making smart decisions about analytics initiatives. Learn when to use AI, when to rely on human judgment, and how to adopt AI tools responsibly while delivering real business value. Whether you're AI-curious or already experimenting, you'll leave with actionable insights to amplify your effectiveness.

Facilitated by: Daria DiTorro, Co-President, Greater Philadelphia IIBA Chapter

Panelists:

- Angela Wick
- Tom Tomasovic

Track Sessions: 2:00 PM – 2:50 PM EDT

AI & The Future BA Unlocking the Power of AI Agents: From Theory to Practice <i>with Van Miller</i>	Strategic Impact and Leadership Unlocking Value with OKRs: Transforming Strategy into Measurable Success <i>with Martina Svoboda</i>	Communication Mastery Waffles or Scrambled Eggs: Bringing all of you to what you do <i>with Jennifer Battan</i>	Learn By Doing! Relational Context Diagrams and User Story Creation <i>with Tomette Kirk</i>	Voices & Perspectives The Evolution of the BA Role: From Tactical to Strategic Panel Discussion
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AI & The Future BA

Unlocking the Power of AI Agents: From Theory to Practice

Discover how AI agents are revolutionizing the way we work. Whether you're a business leader, business analyst, or curious innovator, this presentation will demystify AI agents and show you exactly how to harness their potential.

In this interactive session, you'll learn:

- **What AI agents actually are** – cutting through the hype to understand the technology that's transforming industries
- **Why AI agents matter for your work** – real-world applications and concrete benefits that go beyond automation
- **How to build your own AI agent** – a live demonstration that takes you from concept to working prototype

Van Miller will guide you through practical examples and a step-by-step creation process, giving you the knowledge and confidence to start implementing AI agents immediately. You'll leave with a clear roadmap for integrating intelligent automation into your projects and workflows.

Perfect for anyone ready to move beyond buzzwords and start building with AI. No advanced technical background required – just bring your curiosity and ambition to unleash your potential.

Presented by Van Miller, CBAP, Senior Business Analyst, Cincinnati Insurance Company



Van Miller is a Certified Business Analysis Professional (CBAP®) with 30+ years of IT experience implementing and supporting complex business processes at large companies. He lives in Cincinnati Ohio. He is currently working on projects for personal and commercial lines of insurance. Most recently he is leading a small AI research team with the goal of helping BAs better understand AI and how to use it as a tool to make them more productive.

Strategic Impact and Leadership

Unlocking Value with OKRs: Transforming Strategy into Measurable Success

In today's dynamic business landscape, organizations struggle to turn strategy into results. This session shows how Objectives and Key Results (OKRs) bridge that gap by translating vision into measurable outcomes. From their origins at Intel and Google to widespread adoption, we'll unpack the principles behind OKRs—clarity, alignment, and disciplined measurement.

Through comparisons with traditional KPIs, attendees will see how OKRs drive agility, focus, and accountability. Real-world examples—from electric transportation initiatives to enterprise asset management—demonstrate how OKRs align with priorities like client satisfaction and digital transformation.

Participants will learn to design S.M.A.R.T. OKRs, integrate them into portfolio and product visions, and leverage them for growth, compliance, and stakeholder value. The session concludes with best practices for embedding OKRs into culture, ensuring strategy moves from intent to achievement.

Presented by Martina Svoboda, Agile CoE Manager, Southern Company



Martina Svoboda is a passionate Agile leader dedicated to helping organizations achieve their full potential by delivering value to their customers. She has extensive experience in agile methodologies, organizational development and change management. Martina has 13 years of Agile transformation experience working with large corporations. She holds certifications as a SAFe SPC consultant, RTE, and Product Owner. In addition, Martina possesses expertise in organizational development and strategy, having collaborated with companies across Europe and the United States.

Originally from the Czech Republic, Martina has lived in various places including Germany, Hawaii, and Alabama. For the past 14 years, she has resided with her family in Atlanta. Martina speaks five languages and enjoys silversmithing and jewelry making in her free time.

Communication Mastery

Waffles or Scrambled Eggs: Bringing all of you to what you do

Ever feel like you're living in little square boxes: work in one, hobbies in another, passions in a corner square you only visit on weekends? That's "waffle-mode," and most of us slip into it without even noticing. In this energizing keynote, you'll discover the power of becoming "scrambled eggs," mixing the full richness of your experiences, talents, quirks, and passions into everything you do. Because when you stop sorting yourself into compartments, you show up with more creativity, resilience, and authenticity than you ever thought possible. And that's when the magic, and the impact, happens.

Presented by Jennifer Battan, CBAP, Founder, Spark Collaborative



Jennifer Battan, founder of Spark Collaborative, blends creativity with problem-solving expertise to empower teams worldwide. An acclaimed speaker and educator, Jennifer's toolkit includes VIEW, LEGO® Serious Play®, and Gamestorming. Jennifer brings her unique blend of engagement to every setting, guiding teams to achieve serious results while having fun.

Learn By Doing!

Relational Context Diagrams and User Story Creation

Relational Context Diagrams are an excellent way to begin eliciting actors and actions for user stories. By identifying the actor and what they do, you have 3/5 of the user story created in a visual format ready for transcribing into written user stories. In this session participants will learn how to diagram actors and actions and turn those diagrams into a written user story. In the reverse, you can draw your written user stories into a relational context diagram. The session is interactive and is a learn by doing way of mastering this model.

Presented by Tomette Kirk, CBAP, SPC, Senior Release Train Engineer, Humana



Tomette J. Kirk is a Senior Release Train Engineer for Humana, Inc. She has been implementing Product and Business Analysis best practices for over 18 years, and Agile best practices for over 10 years. She is the author of the book *Give Your Customers a High Five: Five Steps to Great Business Analysis*. She is the writer and facilitator of Analysis Boot Camps and workshops. She has presented at regional, national, and international conferences. She holds degrees from Texas Christian University and Vanderbilt University. She lives in Akron, Ohio USA and works remotely.

Voices & Perspectives

The Evolution of the BA Role: From Tactical to Strategic

Business analysis is no longer just about documenting requirements—it's about driving strategic outcomes. Join our panelists as they discuss how the BA role is transforming from tactical to strategic, the impact of AI and automation on our profession, and the skills that will define the next generation of business analysts. Explore career growth paths, learn how to position yourself as a strategic advisor, and discover what it takes to build credibility at all organizational levels. Whether you're charting your career path or evolving your current role, gain insights into the future of business analysis.

Facilitated by: Pamela Thomas, President, Raleigh IIBA Chapter

Panelists:

- Thea Soehren
- Felicia Joyner
- Yulia Kosarenko

Track Sessions: 3:00 PM – 3:45 PM EDT

AI & The Future BA The NextGen BA - Your BA Role is Changing! <i>with Angela Wick</i>	Strategic Impact and Leadership Beyond the Requirements: Business Analysis as Strategic Advisors <i>with Thea Soehren</i>	Communication Mastery Leveraging Emotional Intelligence for a More Human Centered Leadership <i>with Luis Moreno</i>
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AI & The Future BA

The NextGen BA - Your BA Role is Changing!

Business Analysis is changing fast, while their organizations are investing heavily in analytics, AI, and automation. That gap in business analysis is clear! Its not about templates, process adherence, or documentation. Its about value, and enabling delivery of real value with AI.

This session explores what it means to be a high-value BA in an AI-enabled enterprise. You'll learn how modern BAs are expanding beyond traditional requirements and work into a new BA mandate. This session focuses on how *you* can evolve your skills, services, and mindset to stay relevant and influential.

Attendees will walk away with a clear picture of how the BA role is shifting, and how to step into the new BA reality and future!

LEARNING OBJECTIVES

- Understand how AI is reshaping the BA role and the value we provide
- Identify what personal BA maturity looks like in an AI-driven enterprise
- Recognize the emerging BA tasks, skills, and services that increase influence, relevance, and career resilience

Presented by: Angela Wick, Founder BA-Cube, Instructor, BA Consultant



Globally recognized expert in business analysis, AI, and product ownership with 25 years of experience practicing, leading, teaching, and modernizing analysis practices. Passionate About: Elevating requirements and analysis quality to drive innovation and strategic value.

Industry Contributor: Co-Author of Futureproof, Core Team Member of BABOK v3, Expert Reviewer for Agile Ext to BABOK, and Author of the BA Career Models chapter in Managing Business Analysts. Speaker & Trainer: Frequent keynote speaker and workshop leader at

conferences, private clients, and online.

Founder and Host of BA-Cube – A learning community for BAs, BA Teams, and BA Managers.

LinkedIn Learning Instructor: Creator/Instructor of courses on Business Analysis, AI, & Product Ownership.

Strategic Impact and Leadership

Beyond the Requirements: Business Analysis as Strategic Advisors

Business Analysis is no longer about taking notes or documenting requirements—it's about shaping the future of organizations. Today's BAs are trusted advisors who influence strategic direction, enable digital transformation, and ensure mission-critical systems deliver accurate, life-saving results. This keynote explores the evolution of the BA role from tactical to strategic, highlighting how analysts can build credibility, foster trust across all organizational levels, and deliver measurable business value.

Attendees will discover:

- How the BA role is transforming in an AI-driven, data-centric world.
- The skills and mindset needed to become a strategic partner.
- Real-world examples of BAs driving innovation and preventing costly failures.
- Practical steps to elevate your influence with executives, managers, and frontline teams.

Join us to learn how Business Analysts are not just documenting the present—they're designing the future of business.

Presented by Thea Soehren, CBAP, CSPO, Sr Business Analyst, Cincinnati Insurance Company



At the forefront of Business Analysis at The Cincinnati Insurance Companies, I serve as a Senior Business Analyst blending strategic thinking with technical expertise. My certifications fuel my passion for delivering solutions that streamline processes, enhance system performance, and ultimately make people's lives better.

As President of the IIBA Tampa Bay Chapter, my welcoming approach has helped grow a vibrant community of professionals. Under my leadership, we've hosted weekly training sessions and facilitated 200+ study groups, earning the IIBA Global Professional Development

Award in 2025.

Beyond the chapter, I actively teach and speak for other IIBA chapters and organizations worldwide, sharing insights that elevate the practice of Business Analysis. Honored as IIBA Volunteer of the Year for the USA Southern Region, I advocate for excellence in Business Analysis and Project Management while mentoring the next generation of leaders.

My vision is simple: to create opportunities that transform careers and elevate the impact of Business Analysis worldwide.

Communication Mastery

Leveraging Emotional Intelligence for a More Human Centered Leadership

Interactive workshop to help participants learn more about Emotional Intelligence and how it can be leveraged in the workplace to improve relationship building, communication, trust, and results by fostering leaders and teams that are more human, more equitable and more inclusive.

Presented by Luis Moreno, Adjunct Professor of Leadership and Management



Luis Moreno is an adjunct professor of leadership and management in undergraduate and executive education at the University of Minnesota. He specializes in Human Centered Leadership and Emotional Intelligence and conducts Leadership Development trainings for leaders from North America and regions. His trainings include topics such as Effective Conflict Management, Relational Skills, Empathy, Cross-cultural Leadership, Leading High Performing Teams, among others. Luis has an MBA from Minnesota Carlson School of Management and is a Public Policy Fellow from the Humphrey School

of Public Affairs. He received a Distinguished Service Award from the State of Minnesota, USA, and is a member of the Young American Leaders Program (YALP) at Harvard Business School.

Afternoon Keynote Address: 3:45 PM – 4:40 PM EDT

The Difference: Leadership Lessons from a Home-Built Car

What does it take to become the kind of leader who makes a lasting difference? This thought-provoking keynote dives into critical distinctions that separate mediocre leadership from extraordinary leadership. Drawing on inspiring stories of ingenuity and perseverance, like Gus Petzel's cross-country journey in a self-built car, this session explores the mindset, behaviors, and decisions that define effective leaders. Discover an engaging breakdown of five powerful leadership principles (keywords: clarity, control, courage, creativity, & commitment). These principles will empower you to think beyond the obvious and lead with confidence, innovation, and purpose. Through vivid historical examples, this keynote will challenge your assumptions, embrace imperfection, and focus on what truly matters in leadership. Whether you're leading a team, managing a project, looking for personal growth, or inspiring change in your organization, you'll be equipped with actionable insights to lead effectively, even in the face of uncertainty. Find how to turn "impossible" into "achievable" and walk away ready to make decisions that accelerate progress, motivate others, and create meaningful impact.

Presented by Dr. Joe Perez, Senior Systems Specialist & Team Leader, NC DHHS



Dr. Joe Perez is a powerhouse in the IT and education worlds, with 40+ years' experience and a wealth of credentials to his name. From Business Intelligence Specialist at NC State University to Senior Systems Specialist/Team Leader at NC Dept of Health & Human Services (and fractional CTO at CogniMind), Perez is at the forefront of innovation and process improvement. An Amazon bestselling author with multiple #1 new release books and more than 21,000 LinkedIn followers, he has earned a worldwide reputation as keynote speaker and data management/analytics expert. A highly sought-after resource

in his field, Perez speaks at many conferences each year, reaching audiences in over 20 countries across the globe. He has been highly-ranked by several prestigious Thought Leader communities and has appeared on multiple Times Square billboards. When he's not working, he shares his musical and literary talents, giving back to his community through involvement in his church's Spanish and military ministries.

We would like to thank the Conference Planning Committee for their extreme dedication and professionalism in planning and organizing the 2026 Unleash Your Potential Conference and Workshops:

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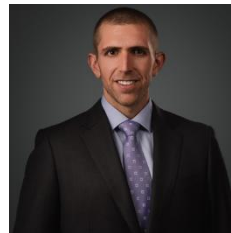


Arun Shanmugam

Vice President, Education
Chicagoland IIBA Chapter

Senior Solutions Architect
HSO Enterprise Solutions

Program Chair – Greater Atlanta IIBA Chapter

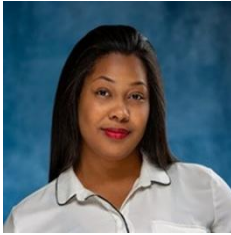


James (Sam) Beeson

President,
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Director, ATO
Global Payments, Inc.

Asst Program Chair – Greater Atlanta IIBA Chapter



Lloni Soogrim, CSM

Vice President, Professional Development
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Greater Boston IIBA Chapter
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Hartford Financial Services

Program Chair – Raleigh IIBA Chapter



Pamela Thomas, CBAP, CBDA, CSPO

President,
Raleigh IIBA Chapter

Business Analyst / Product Owner
RailPulse

Program Chair – South Florida IIBA Chapter



Mario Bedolla, MBA, MSBA, CSPO

Vice President, Professional Development
South Florida IIBA Chapter

Analytics
RTX

Asst Program Chair – South Florida IIBA Chapter

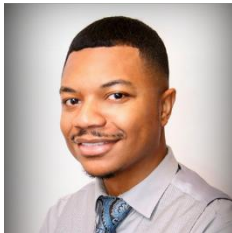


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South Florida IIBA Chapter

Product Manager
Assurant

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Dr. Michael White, CBAP, AAC, CBDA, CPOA

President,
Southeast Michigan IIBA Chapter

Founder and CEO
The Business Analysis Doctor, LLC

Asst Program Chair – Southeast Michigan IIBA Chapter



Olvin Pettway, CSPO, ITIL4, SSM, A-CSM

Vice President, Education
Southeast Michigan IIBA Chapter

Senior Business Analyst/Consultant
Dewpoint

Program Chair – Tampa Bay IIBA Chapter



Thea Soehren, CBAP

President,
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Senior Business Analyst
Cincinnati Insurance Companies

Program Chair – West Michigan IIBA Chapter



Martin Vasser, CBAP

Vice President, Professional Development
West Michigan IIBA Chapter