

PRESS RELEASE



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NEW Digital Alliance Tech Summit 2023 to focus on Generative AI

Aug. 22 free event to offer strategic look at its impacts on business from industry leaders

NEW NORTH, August 9, 2023 – The NEW Digital Alliance Tech Summit 2023 – focused on Generative AI – will be held on August 22 from 1-5 p.m. The free event will feature interactive dialogue with industry leaders from Gartner, Microsoft, TEKsystems and Google.

“Many businesses within the New North region are wondering how AI will impact them, in both the short- and long-term future,” says Jason Mathwig, industry alliance director for New North Inc. “We believe this event will provide a strategic look at Generative AI through the eyes of those directly involved with it, along with offering what the impacts to a business might be. Coming together as a region to better understand AI benefits everyone.”

The scheduled speaker lineup includes Carl Deal, managing V.P. of Gartner Executive Programs; Matt Adamczyk, technologist in residence for Microsoft at TitledownTech; Adam Shea, managing director of Google Cloud for TEKsystems; and Elaine Stephens, head of customer engineering-Wisconsin for Google.

“Northeast Wisconsin’s rich history of innovation is a testament to the region’s entrepreneurial spirit,” says Adamczyk. “The next era of growth in this region can and should be fueled by embracing AI, transforming industries and creating new value build on the strengths of our region.”

The New Digital Alliance Tech Summit 2023 is being held at the Best Western Premier Bridgewood Resort Hotel, 1000 Cameron Way in Neenah. The program will be conducted from 1-3:45 p.m., followed by networking with food and drinks from 3:45-5 p.m.

Those who would like to attend the complimentary event are asked to RSVP by 12 noon on Aug. 21 at <https://newitalliance.wildapricot.org/event-5357969>.

The [NEW Digital Alliance](#) (NEWDA), under the leadership of New North Inc., was created by Wisconsin-based tech leaders to collaborate on increasing the tech talent within Northeast Wisconsin.

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New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. www.thenewnorth.com

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