

# 2023 Compete Through Service Symposium

*Presented by: The Center for Services Leadership*

## ***Program Agenda***

October 25-27, 2023  
The Memorial Union @ ASU  
Tempe, AZ

*Agenda Subject to Change*

### **Wednesday, October 25, 2023 Board Meeting - By Invitation Only**

<b>1:00 PM</b>	<b>Board Meeting - Check In</b>	<b>Location: La Paz - MU 242</b>
<b>1:30 PM</b>	<b>Welcome/Opening Host: TBA</b>	
	<b>Board Discussion</b>	
	<b>Break</b>	
	<b>Board Session</b>	
	<b>Report Out</b>	
	<b>Afternoon Recap</b>	
<b>4:55 PM - 6:00 PM</b>	<b>Hotel Time</b>	
<b>6:00 PM</b>	<b>VIP Dinner</b>	

**Follow the Symposium Twitter Feed at #CTS2023, CSL Twitter: @WPCCSL**

**Thursday, October 26, 2023**  
**Main Session: Turquoise Ballroom: MU 220**

<b>7:45 AM</b>	<b>Breakfast/Registration</b>
<b>8:30 AM</b>	<b>Opening Announcements</b> Host: John Dietrich
	<b>"Artificial Intelligence - What's beyond Generative AI?"</b> Alec Gefrides Formerly VP of Intel
	<b>Mini Network Session</b>
	<b>"Rage Erupts – the 2023 National Rage Study"</b> John Goodman President & CEO, CCMC
	<i>Break</i>
	<b>Breakout Sessions 1</b> <i>See chart for details</i>
	<b>Mini Network Session</b>
	<b>Morning Recap</b>
<b>11:45AM - 12:55 PM</b>	<i>Networking Lunch</i>
<b>1:00 PM</b>	<b>Afternoon overview</b>
	<b>"Co-Innovate and Prioritize for Impact"</b> Tony Viviano Managing Director US Strategic Partnerships, Microsoft
	<b>"Go Beyond Client Experience"</b> Eddie Lopez SVP, Truist Bank (#9 bank in the US)
	<i>Break</i>
	<b>Breakout Sessions 2</b> <i>See chart for details</i>
	<b>"Customer Care Outsourcing: The Promise and Challenges of AI"</b> Atul Vashista Chairman & CEO, Supply Wisdom
	<b>Featured Speaker</b> <b>"Unleash Your Inner DaVinci"</b> Scott Shellstrom
<b>5:00 PM</b>	<b>Session Closing</b> John Dietrich
<b>5:30 PM - 7:00PM</b>	<i>Networking Reception - Turquoise Ballroom: MU 220</i>

**Follow the Symposium Twitter Feed at #CTS2023, CSL Twitter: @WPCCSL**

**Friday, October 27, 2023**  
**Service ThinkTank - Turquoise Ballroom: MU 220**

7:45 AM	Breakfast
8:30 AM	Opening/Announcements
	"Building High-Performing Teams" Beth Foley Chief Communications Officer and Vice President, Southern California Edison
	Round Tables
	<i>Break</i>
	"Using Academic Frameworks in Your Company" Aric Zion CEO, Zion & Zion
	"Industry-Academy Cooperation for the Future of Services" TBA
12:00 PM	Program Wrap Up

**Thursday October 26th Breakout Sessions**

Start Times	Breakout Session Title	Presenters	Location
10:15 AM 2:20 PM	"Using The Goal TOC in Services"	<i>Ajai Kapoor</i> Partner, The Goldratt Group	Coconino - MU 246
10:15 AM 2:20 PM	"How to Integrate Future Leaders into your Organization"	<i>Emily Adams</i> President, Fresh Revenues and ASU MBA Students	La Paz - MU 242
10:15 AM 2:20 PM	"Auditing and Innovating the Customer Experience with an Actionable Framework"	<i>Amanda Johnson</i> Senior CX/UX Strategist, Zion & Zion	Apache - MU 238
10:15 AM 2:20 PM	"The Might of Delight"	<i>John Goodman</i> Vice Chairman, CCMC	Navajo - MU 240

Follow the Symposium Twitter Feed at #CTS2023, CSL Twitter: @WPCCSL