

PRESS RELEASE



FOR IMMEDIATE RELEASE

NEW Digital Alliance Tech Summit 2024 to look at impact of Generative AI

Oct. 15 free event will offer a strategic analysis of effects on business from industry leaders

NEW NORTH, September 17, 2024 – Registration now is available for the NEW Digital Alliance Tech Summit 2024, being held Oct. 15 from 1-5 p.m. The free event, which will focus on the impact of Generative AI over the past year, features interactive dialogue with tech industry leaders from Gartner, Microsoft, Google and SECURA Insurance.

Those wishing to attend are asked to RSVP by 12 noon on Oct. 14 at <https://t.ly/newdatechsummit24>.

“Generative AI is playing an increasingly larger role in our regional economy,” says Jason Mathwig, industry alliance director for New North Inc. “Since our initial Tech Summit in August of last year, significant advancements in this technology have been made. We will be looking at the current state of AI, along with hearing how two regional companies have positioned themselves in the current digital environment. Strategies for successfully piloting and implementing AI technologies also will be discussed.”

The scheduled speaker lineup includes Carl Deal, managing V.P. of Gartner Executive Programs; Matt Adamczyk, principal technical program manager at Microsoft; Elaine Stephens, head of customer engineering-Wisconsin for Google; and Tom Hardwick, IT director-business & application services at SECURA Insurance. Wisconsin Governor Tony Evers also has been invited to speak.

The NEW Digital Alliance Tech Summit 2024, part of Wisconsin Tech Month events in October, is being held at the Best Western Premier Bridgewood Resort, located at 1000 Cameron Way in Neenah. The program will be conducted from 1-4 p.m., followed by networking with food and beverages from 4-5 p.m.

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.

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 Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago. www.thenewnorth.com

NEW Digital Alliance

The NEW Digital Alliance aims to advance collaboration efforts that promote tech health in the New North region. It connects companies, academic institutions and other organizations dedicated to inspiring people of all ages to pursue IT and digital careers in Northeast Wisconsin.

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