

Speaker: Christopher Spanier

Bio: With over 25 years of experience in marketing and business development, I am passionate about helping organizations seize opportunities that propel their business forward. As the President and Practice Lead of Carpe Diem Consulting Group, I combine a strong strategic focus with practical business methodologies to deliver solutions in marketing, strategic business planning, digital transformation, business development, technology assessments, process improvement, and training.

I excel at connecting various people and parts of the organization, including customers, and facilitating communication and collaboration across different groups and functions. I have implemented millions of dollars in technology investments, increased sales 400% within a year, launched hundreds of websites, and led teams both large and small. I am the calm in the center of any storm, and I empower my teams to overcome obstacles and emerge stronger. I love engaging with people and finding out what they can do, and then seeing how we can help one another be better. I am always looking for new ways to innovate, learn, and grow.

Topic: Become an HR 'Influencer'

Description: Chris will introduce topics that will help us more easily attract top talent, secure buy-in for HR initiatives, maximize learning & development and raise the profile of your HR team as well as introduce tools to make the day-to-day easier.

Speaker: Kendra Ramirez

Bio: Kendra Ramirez: As the CEO of KR Digital Agency, a leader in Digital and AI solutions, we spearhead initiatives that drive digital and AI transformation in B2B markets. Since building bots in 2018, I have become an AI advocate, serving on the Cincinnati AI Catalyst Committee and co-hosting the Greater Cincinnati region's largest AI meetup. With a track record of delivering 54 AI talks last year, my commitment to educating and engaging professionals in AI is my driving force. Additionally, I am globally recognized on LinkedIn.com's homepage, recipient of the Women of Influence Award, John Barrett Entrepreneur Vision Award, Cincy Chic Woman of the Year, and STEM Influencer. As the best-selling author of "Marketing Fusion" and "Micro Shift," I share insights on leveraging digital technologies and the importance of understanding our mindset. With over 15 years in technology companies, my leadership is focused on navigating change in sales, marketing, and recruiting for B2B clients.

Topic: AI is Here; Let's Work it to Our Advantage

Description: Kendra will help us understand the power of AI and the inevitability that it will be a major player in our work lives any day now (if it isn't already.) She will help us learn how to vet AI tools, how to properly prompt AI, and give us a debrief on her favorite AI resources so that we can use this tool to save thousands of hours of work a year.

Speaker: Jennifer Nenadov

Bio: After 20 years in Corporate America, Jen recognized a common opportunity for business leaders to better access, leverage, and understand their data to inform their strategy. Jen's professional experience includes Business Transformation, Organizational Development, Process Optimization and Change Readiness and spans industries such as Banking, Fintech, SaaS, and HCM. Jen is no stranger to M&A activity and has led large teams through seasons of transformation, growth, and change.

Topic: Transforming Data into Purpose

Description: While your business is unique, your problems are not. Jennifer shows us how to break down our data and use it as a tool for big improvement; how do we elevate our employee's experience? How do we improve productivity? Where can we reduce costs? How can we surpass our goals? Why are employees leaving? Jennifer will use a 'data-first' approach to help us leverage the information to influence decision making.

Speaker: Cathi Canfield

Bio: Cathi Canfield, Vice President of Talent Development and Social Responsibility, Employbridge. At Employbridge, Cathi focuses on the upskilling of hourly workers and making a positive impact in communities served by EB. Cathi has been deeply invested in the development of Employbridge's thought leadership and insights, including the Voice of the American Workforce survey, Employbridge's Better WorkLife Academy, and the Life Skills Studio.

Topic: Cathi will present the results of the 2024 Voice of the American Workforce, the largest and longest running survey of the nation's hourly workforce. This presentation will provide actionable recommendations to help you become an employer of choice. During the session, we will cover:

- *How and why employees make decisions regarding their careers*
- *How employee needs have evolved in response to our current economic climate*
- *Recommendations on how to attract and retain new talent*