

Expo Schedule



8:00 - 9:00A Check In & Networking

9:00 - 9:05A Open & Kickoff

9:05 - 9:30A Keynote - **Authenticity Unfiltered**

Margarita Rivera, Sr. Director- GRC, Lowe's Companies

9:30 - 9:40A **Design Research & Design Thinking**

Kate McLean, Lead UX Researcher & Designer, Tyson Foods

9:40 - 9:50A Break

9:50 - 10:00A **Emotions as a Superpower**

Sami Kinnison, Associate Creative Director, The Belford Group

10:00 - 10:25A **Unveiling Authenticity: Insights from Tech**

Consulting & Staffing Experts

Panel Session

10:25 - 10:35A **People-Centered Cybersecurity is the Key to Small Business Cybersecurity**

Heather Noggle, Owner, Codistac

10:35 - 10:45A **Environment Compliance for Products**

Kelsey Brown, Compliance Advisor, Z2Data

10:45 - 10:55A Break

10:55 - 11:05A **Choosing the RIGHT Partner**

Katina Kenyon, Co-Founder, Applaudo

11:05 - 11:15A **Authenticity & Transformational Career Paths**

Deme Yuan, COO & Co-Founder, FR8Relay

11:15 - 11:30A ZScaler Presentation

11:30 - 11:55A **Keynote: Authenticity in Action: Unleashing the Power of You**

Frank Niles, Principal Business Psychologist, BSM Partners

Expo Schedule



12:00 - 1:00P Lunch & Networking

1:00 - 1:30P Self-care Through Mindfulness & Breathing

Breathing Session with YogaSix

1:30 - 1:40P Breaking into the Healthcare IT World

Ashleigh Kathiresan, Exec. Dir. of IT Applications, Governance & Portfolio Management, Washington Regional Medical Center

1:40 - 1:50P Navigating Compensation Benefits

Jackie Rogers, Financial Advisor, New Wave Wealth Advisors

1:50 - 2:00P Break

2:00 - 2:10P Digital Transformation in Ticketing at Walmart AMP

Jon Downey, Director of IT, Walton Arts Center

2:10 - 2:30P Empowering HER - Girls in Tech on the Rise

Girls in Tech Panel

2:30 - 2:55P Keynote - The Gracious & Strong Mindset

Celia Swanson

2:55 - 3:00P Closing Remarks

Speaker Bios



Heather Noggle Owner, Codistac

Heather Noggle is the owner of Codistac, a process solutions company that weaves technology and human experience together to guide customers to find unique answers to their most vexing problems in those areas where people and technology meet - HR, custom-built software, and cybersecurity.

Human cybersecurity is her passion – training, tips and tricks, and reframing cyber hygiene activities as fighting back. Testing limits of Generative AI is a new interest as well.

Heather offers more than 30 years of expertise built from experience as early as Commodore 64 tinkering; software development, requirements, and project management; human resources; extensive writing; and so much music. She effortlessly connects all of these things together with engaging and humorous storytelling. She's passionate about what we people can do to protect ourselves and the information we seek to hold private.

Heather currently serves as Vice Chair of the Springfield Tech Council and also volunteers with Missouri Cybersecurity Center of Excellence and Redeemer Lutheran Church.



Ashleigh Kathiresan Executive Director, IT Applications Washington Regional Medical Center

Ashleigh Kathiresan is a trailblazing professional with a robust background in education and healthcare informatics. She transitioned from teaching to a successful technology career, specializing in solving complex healthcare challenges. As the Executive Director of Applications and IT Portfolio Management at Washington Regional Medical Center, she has spearheaded transformative solutions and earned recognition for her expertise. As a woman in technology, Ashleigh Kathiresan brings a unique perspective into bridging education and technology.

Speaker Bios



Jackie Rogers

Financial Advisor, New Wave Wealth Advisors

Jackie Rogers is a seasoned financial advisor and CERTIFIED FINANCIAL PLANNER™ with over a decade of experience, as well as holding a degree in finance from Missouri State University. Within her practice at New Wave Wealth Advisors, where she specializes in investment management and financial planning, she is dedicated to empowering professional women to achieve financial independence and success. With a passion for simplifying complex financial concepts, Jackie's approach combines expertise with empathy. She strives to understand and advocate for her clients' dreams, ensuring they receive tailored guidance to navigate their financial journey confidently. Beyond her professional life, Jackie is a dedicated wife and mom of three, finding joy in travel, good food, and yoga.



Deme Yuan

COO & Co-Founder, FR8Relay

Deme Yuan is COO and Cofounder at FR8relay, a Bentonville startup working to transform long-haul trucking with a technology and operational model to increase industry profitability, while significantly improving truck driver working conditions, creating rural economic development opportunities, and reducing carbon emissions. Deme brings focus to both strategic and operational planning and execution at FR8relay. She has over a decade's experience building teams and organizational processes, developing collaborative partnerships and running pilot projects. Deme has a lens for equity and inclusiveness, and is driven by endeavors with social impact potential. She studied Leadership for Organizational Development while attaining her Master of Social Work from the University of Denver, and majored in Sociology for her Bachelor of Arts from The Colorado College. While Deme never anticipated her career would include product management and software testing, she has been taking new skills head on.

Speaker Bios



Sapna Ramachandran VP, Kitestring Technical Services

Sapna is the Vice President of Talent Experience and Culture at Kitestring Technical Services. She is a transformational leader who comes with 15 years of multinational professional experience in talent acquisition and turning technical recruiting teams into success stories. During her career, Sapna has built a reputation for operational excellence, working with the highest level of integrity and a deep, passionate commitment towards company goals which includes creating a diverse and inclusive culture.

Sapna has lived in Northwest Arkansas for around 10 years and enjoys the diversity and culture of NWA. Having worked in retail, logistics and technology industries while living in the area, she has a keen interest in engaging and attracting potential talent to move to NWA.

Sapna is passionate about volunteering and making a difference in the community. Sapna serves on the board at the Greater Bentonville Chamber of Commerce, NWA Tech Fest, and Ra-Ve Cultural Foundation. Sapna also serves as an executive committee member of the NWA Tech Summit and Plan Bentonville Steering committee. Sapna is also honored with the Best Employee of the Year Award in NWA for Small Business in 2022.

Speaker Bios



Dr. Frank Niles

Principal Business Psychologist at BSM Partners

Dr. Frank Niles is the Principal Business Psychologist at BSM Partners, where he leads the firm's Business Transformation and Leader Development practice. Their portfolio includes leading global brands across a range of industries, including technology, retail, oil and gas, CPG, and pet health, as well as venture capital firms and start-ups. His team specializes in leadership development, culture strengthening, diversity, equity, and belonging (DEIB), strategy, and innovation.

In addition to his role at BSM Partners, Dr. Niles is President of Board of Directors for Dress for Success NWA, a nonprofit dedicated to empowering women towards economic independence.

Frank holds a doctorate in political psychology from the University of Houston (University Park) and is a recognized thought leader in leadership development, emotional intelligence, and human empowerment. He is frequently quote and featured in the media, having appeared in Fast Company, Inc., NBC, CNN, NPR, and a numerous other publications and podcasts. Dr. Niles is also a past contributor to the Huffington Post and Thrive Global and maintains a blog at frankniles.com. He also speaks worldwide.

Speaker Bios



Jon Downey

Principal Business Psychologist at BSM Partners

Jon Downey is a distinguished technology leader renowned for his expertise in spearheading digital transformation and orchestrating IT operations to align with strategic business goals. With over a decade of experience, Jon has demonstrated exceptional skill in driving organizational success through innovative leadership, strategic planning, and the meticulous management of cross-functional teams. Currently serving as the Director of Information Technology at the Walton Arts Center and Walmart AMP, Jon has been instrumental in modernizing legacy systems and enhancing operational efficiency, patron experience, and revenue streams. His tenure at Walmart Inc. as Director of International Emerging Technology and various other roles highlighted his ability to foster innovation, optimize team effectiveness, and implement cutting-edge technologies.

Jon holds an AS in Computer Science from Northwest Arkansas Community College and a BA in Business Leadership & Management from Bellevue University. He is also certified in several ITIL disciplines, showcasing his commitment to excellence in service management. Jon's leadership philosophy is centered around servant leadership, emphasizing the importance of lifting others to achieve higher aspirations. His approach to team culture, execution excellence, and cross-functional collaboration has consistently resulted in high workplace satisfaction and achievements.



Deme Yuan

COO & Co-Founder, FR8Relay

Deme Yuan is COO and Co-founder at FR8relay, a Bentonville startup working to transform long-haul trucking with a technology and operational model to increase industry profitability, while significantly improving truck driver working conditions, creating rural economic development opportunities, and reducing carbon emissions. Deme brings focus to both strategic and operational planning and execution at FR8relay. She has over a decade's experience building teams and organizational processes, developing collaborative partnerships and running pilot projects. Deme has a lens for equity and inclusiveness, and is driven by endeavors with social impact potential. She studied Leadership for Organizational Development while attaining her Master of Social Work from the University of Denver, and majored in Sociology for her Bachelor of Arts from The Colorado College. While Deme never anticipated her career would include product management and software testing, she has been taking new skills head