

ACEC Minnesota

Engineering, Go Figure



2024 SPRING NEWSLETTER

INCLUDED IN THIS NEWSLETTER:

- Get Involved: ACEC/MN
- Upcoming Events
- Advocacy: Parity in Engineering Act
- Annual Meeting (Call for Board Applications & Annual Award Nominations)
- Workforce Development
- Engineering Excellence Awards
- EEFA Scholarship Recipients
- Spotlight: Smarter Not Harder
- MTC&E Keynote Speakers

Barr Engineering Co.

Trunk Highway 210

Photographer: Jack Rendulich

Record-setting rainfall in 2012 caused over 70 slope failures along Highway 210 in northeastern Minnesota. Barr led the design team for the Minnesota Department of Transportation's \$21.3m reconstruction project, conducting geotechnical investigations and slope-stability modeling to inform design. Since Highway 210 reopened in 2017, travelers have once again been enjoying this scenic route. This project won a 2019 ACEC National Recognition Award for exemplary engineering achievement.

ACEC/MN

Wells Fargo Place, Suite 2725

30 East 7th Street

St. Paul, MN 55101

952-593-5533

www.acecmn.org

Get Involved: ACEC/MN

Who is ACEC National?

The American Council of Engineering Companies represents thousands of companies and serves as the voice of the engineering industry in Washington, DC, and throughout the nation. With roots dating back more than 100 years, ACEC is a federation of 51 state and regional councils representing more than 600,000 engineers, architects, land surveyors, and other specialists. ACEC's primary mission is to strengthen the business environment for our member firms through government advocacy, political action, and business education.

Who is ACEC/MN?

Formed in 1949, the American Council of Engineering Companies of Minnesota (ACEC/MN) is the leading business practice and policy advocate for consulting engineering firms in Minnesota. ACEC/MN's mission is to support member firms in achieving higher professional, ethical, business, and economic objectives, enabling member firms to provide high-quality consulting engineering and land surveying services to their clients and the public.

ACEC/MN's membership includes over 100 member firms representing 7,500+ employees who provide engineering services to all segments of society, including federal, state and local governments, private industry, and the general public.

Opportunities for Engagement with ACEC/MN:

- **Committee Meetings**: Key Committees include Legislative, Risk Management, Transportation, Emerging Professionals and MNSEA
- **State and Federal Advocacy**
- **Engineering Excellence Awards**
- Serve on the ACEC/MN Board - **apply at this link!**
- **Minnesota Transportation Conference and Expo**
- Events & Education - see page 3 for upcoming events
- Industry-wide Workforce Development Campaign in partnership with the **Engineering Education Foundation of America (EEFA)**



ACEC
Minnesota

ACEC/MN Events and Education

As we head into the final quarter of our fiscal year, there are a ton of awesome ACEC/MN programs and events for you to attend.

First up on Tuesday, April 16th, join Terri Erickson from Kata Consulting for the second **Smarter NOT Harder** session, where you'll learn how to approach analyze and organize your workflow with an Operations Mindset. Later that week, Thursday, April 18th, the Risk Management Committee digs into **Understanding ESG: Implications for Design Firms in a Changing Landscape**.

That's not all - farther out in April, **Women In Engineering** visits St. Thomas of the **Engineers of the Future Panel**, and Kristine Kubes presents our **yearly Ethics** session. Then in May we want you to "Go Wild" with us at the Como Zoo for the **Annual Meeting**, and remember that all active ACEC/MN member firms receive one complimentary ticket. Two more don't miss May events: **PSMJ's Transformative Leadership Workshop** and the **Minnesota Transportation Conference & Expo**.

There's even more in June with the Scholarship Golf Tournament and County Forecasting! So grab that calendar to save the date(s) for all the great events below! As always, keep an eye on our [calendar page](#) - new events are added all the time. Looking forward to seeing you soon!



April 16th, 2024

[Smarter NOT Harder: Manager Development Series - Push, Pull ... Balanced Flow: An Operations Mindset](#)

Presented by Terri Erickson, Kata Consulting

April 18th, 2024

[Risk Management Committee: Understanding ESG: Implications for Design Firms in a Changing Landscape](#)

April 22, 2024

[Women In Engineering: Engineers of the Future Panel discussion](#)

University of St. Thomas

April 25, 2024

[Where'd I Go Wrong? Top Ethics Issues for MN Engineers](#)

Presented by Kristine Kubes, Kubes Law Office

May 2, 2024

[EEFA: Roundtable Discussion on Engineering Career Paths](#)

Lake Monster Brewing

May 9, 2024

[ACEC/MN Annual Meeting](#)

Como Zoo & Conservatory

May 14, 2024

[MNSEA Annual Seminar & Trade Show](#)

Pinstripes Edina

May 21-22

[PSMJ Transformative A|E|C Leadership Workshop](#)

Southpoint Office Center, Bloomington

May 29-31, 2024

[MN Transportation Conference & Expo](#)

RiverCentre, St. Paul

June 10, 2024

[ACEC/MN & EEFA Scholarship Golf Tournament](#)

Oak Marsh Golf Course



Stauber Introduces the Parity in Engineering Act

April 2, 2024

Press Release

WASHINGTON, D.C. – This week, Congressman Pete Stauber (MN-08) introduced the Parity in Engineering Act, legislation that will make it easier for engineering firms in our state to do business by eliminating Minnesota’s exemption from common federal procurement requirements.

Of his legislation, Congressman Stauber said, “For too long, an arbitrary cap on the cost of doing business has put engineering firms in Minnesota at a disadvantage. I am proud to introduce the Parity in Engineering Act to remove this barrier to business success, and I thank the American Council of Engineering Companies of Minnesota for working with me on this critical issue.”

Jonathan Curry, Executive Director of the American Council of Engineering Companies of Minnesota said, “We are grateful to Congressman Stauber for introducing legislation that will be hugely beneficial to Minnesota’s engineering firms. By eliminating this obstacle that has decreased competition and limited innovation, this legislation will go a long way in keeping engineering jobs in Minnesota and ensure MnDOT has access to the most qualified individuals and firms working on our state's infrastructure projects. We applaud this legislative effort!”

BACKGROUND:

Prior to the mid-1990s, states had a patchwork of policies for the procurement, administration, and auditing of contracts for engineering and design services. Many states placed overhead cap rates on engineering firms that did not reflect the true cost of business.

Through the passage of several pieces of legislation, Congress mandated that states must follow common federal procurement requirements to guide how their respective Department of Transportation (DOT) contracts for engineering services on federal-aid projects. However, an exemption precluded Minnesota and West Virginia from following these federal requirements.

As a result, Minnesota’s Department of Transportation has developed practices that are inconsistent with federal regulations and run counter to the policies in other states.

ACEC Minnesota Annual Meeting

May 9, 2024 at Como Zoo & Conservatory

5:30-7PM Reception | 7PM Dinner & Program

We want you to Go Wild with us this year at the Annual Meeting - all active ACEC/MN member firm will receive one free ticket!

Join us to celebrate a year of accomplishments at ACEC/MN, annual award winners, and welcome the new Board members and President for the upcoming fiscal year.



ACEC/MN Annual Awards recognize and congratulate members and firms for their contributions to the engineering industry, and we want your nominations.

Click on a form below to submit yours:

- [Tom Roche Lifetime Achievement Award](#)
- [Firm of the Year Award](#)
- [Emerging Leader Award](#)
- [Distinguished Service Award](#)
- [Nominate a Life Member](#)

ACEC/MN is currently seeking candidates for our 2024-25 Board of Directors - serving on the Board is an excellent opportunity to expand your knowledge base and professional network while giving something back to the engineering industry.

Four Director positions serving a two-year terms are available, as well as one Young Engineer position serving a one-year term. See the links below for more information or to apply:

- [Director Board Application](#)
- [Young Engineer Board Application](#)



Thank you to our event Sponsor!

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Workforce Development



Engineering Education Foundation of America (EEFA) Workforce Development Committee member Jeff Rhoda, PE along with EIT's Tom Cook and Kailyn Hague, presented **A Career in Consulting Engineering** to South Dakota State University's Joint Engineering Council on Tuesday, March 5th. The 50 plus attendees were provided an overview of ACEC, and scholarship opportunities provided through EEFA. The presentation focused on what consulting engineering offers regarding project types, firm sizes and structures, typical roles of an EIT, important skill sets, and career paths in the consulting industry. Two project examples were presented by Tom and Kaitlyn, and the students were able to ask questions at the conclusion of the presentation. The Workforce Development committee is planning a return visit in the fall.

[Join the Workforce Development Committee](#)

ACEC Minnesota

2024 ENGINEERING EXCELLENCE AWARDS

On Friday, February 23rd, over 240 members, clients and special guests gathered to celebrate the biggest night of the year for engineering as the winners of the 2024 Engineering Excellence Awards (EEA) were presented. 15 firms entered 24 amazing projects that upgrade and enhance communities and businesses in all corners of the state and beyond! Thank you to everyone who joined us for the Gala and a special thank you to our event sponsors. [Relive the magic with our event pictures at this link.](#)

The following two pages highlight our Grand Conceptor Award and People's Choice Award Winners, and one exciting addition to this year's EEA program was open public voting for the People's Choice Award - nearly 1400 votes were submitted! If you're looking to marvel at some amazing projects, [see this link to browse all the 2024 project panels.](#)

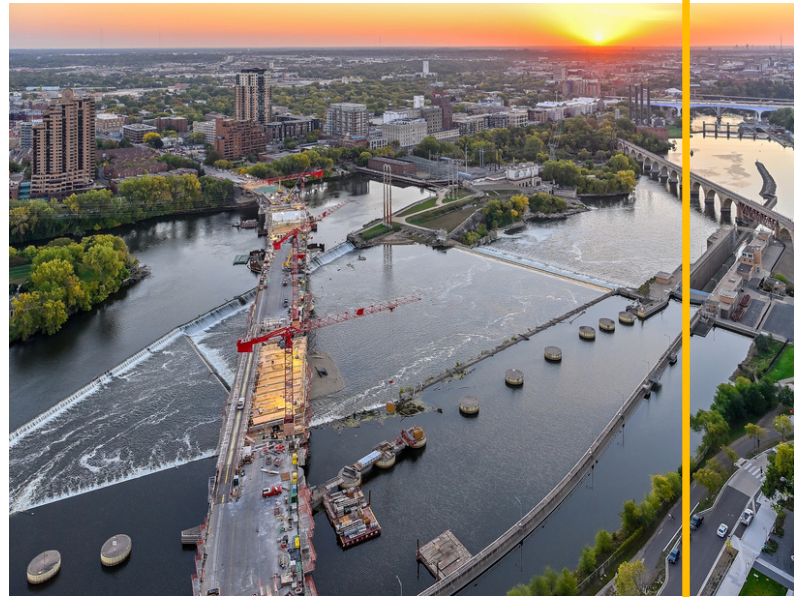
We hope to see you all again next year for the 2025 EEA Gala!



2024 Grand Conceptor Award Winner 3rd Ave Bridge Rehabilitation, HNTB



The 3rd Avenue Bridge Rehabilitation restored historic accents and introduced modern safety amenities to this high-profile bridge on the edge of downtown Minneapolis for the Minnesota Department of Transportation. The multi-level horseshoe dam beneath the bridge, along with the St. Anthony Falls 500 feet downstream contributed to challenges faced during this multi-phased project. The reverse “S” curve carefully avoids failures in the limestone bedrock and contributed to the project’s complicated geometry. A 3D model of the bridge was produced via mobile LiDAR to overcome vital details unclear from original plans, vertical cranes erected on the bridge deck to adhere to sensitive arch weight considerations and successfully testing and installing reinforcement bars beyond traditional capacity were solutions created by a multidisciplinary team led by HNTB.



HNTB

2024 People's Choice Award Winner Redhead Mountain Bike Park, Barr Engineering Co.



Photo courtesy of the Minnesota Discovery Center Reclaimed Film Shoot

Barr worked with the City of Chisholm and the Minnesota Department of Iron Range Resources & Rehabilitation to develop Redhead Mountain Bike Park, an innovative, nationally acclaimed mountain bike park on 1,225 acres of idled minelands. The \$1.77 million project deployed a pioneering land-use strategy involving planning and multidisciplinary design of over 35 miles of trails around historic mine pits and over reforested iron ore stockpiles.

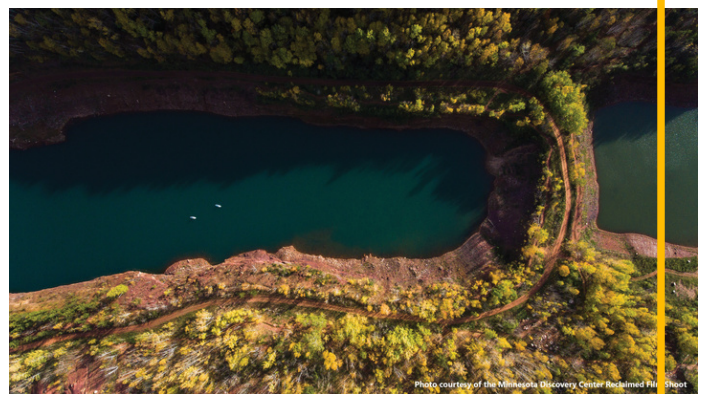


Photo courtesy of the Minnesota Discovery Center Reclaimed Film Shoot

Barr's flexible design provides an exhilarating experience for multiple users and skill levels while incorporating trail safety and sustainability standards. The project has reinvigorated Chisholm's economic future, injected millions into the economy, rallied the community, and flipped the script on traditional mine-reclamation practices, demonstrating that mineland repurposing offers tangible economic benefits for the mining industry and mining communities.





ENGINEERING EDUCATION
FOUNDATION OF AMERICA

Congratulations to our Fall 2023 Scholarship Recipients!



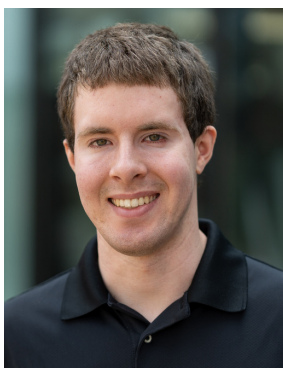
Oxley Scholarship:
Noah Struck, University of
Minnesota, Twin Cities



Terry Swor Scholarship:
Austin Konrath,
University of Minnesota,
Duluth



Bolton & Menk Title Sponsor
Golf Scholarship:
Zachary Taylor,
North Dakota State University



Bob Rosene Scholarship:
Daniel Georgioff, University of
Minnesota, Twin Cities



Cam Kruse Scholarship:
Avery Mulholland,
University of St. Thomas



Alliant Engineering
Golf Ace Scholarship:
Nathan Brokering, University
of Minnesota, Twin Cities



American Engineering Testing
Golf Ace Scholarship:
Samuel Engler, University of
Minnesota, Twin Cities

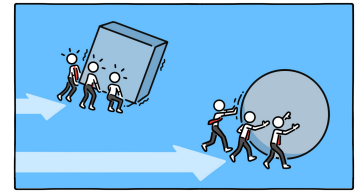


Anderson Engineering
Golf Ace Scholarship:
Maria Hanson, University of
Minnesota, Twin Cities



Bolton & Menk "Dewey"
Kasma Softball Scholarship:
Megan Nothnagel,
North Dakota State University

Smarter **NOT** Harder: Manager Development Series



We wanted to share an inside look at our new series **Smarter NOT Harder**, so presenter Terri Erickson from Kata Consulting sat down with ACEC/MN Education & Outreach Director John Krapek to talk about what makes this series special.

Terri, let's start with the big picture on Smarter Not Harder – what's the aim, what are we teaching here?

We have a lot of folks being developed at the high level of the firm learning about business development, risk management, the finances of the firm, and planning for next generation of ownership. But we're often missing the middle. And those are the folks who are organizing and running the work. Traditionally, the thinking has been: let's just work harder, let's work longer hours, let's work faster. And that's how we get more out of our system.

Maybe 10 years ago, I'd hear a principal say something like, we need to deliver on this project, let's just burn out that employee, because there's another one out there that's ready to come and join our firm. But with the current workforce picture, they're not talking like that anymore. We need to figure out how to get more out of the system that we already have. So Smarter Not Harder is focused on how we work as a team.

When people think about working smarter, they think about the actual work that they're doing, which is the value-add work and how to make it better. Maybe if we had a better spreadsheet, maybe if we could reduce the time it takes to do the calculation. But when I went to graduate school and started learning from operation science, production science, industrial engineering, what hit me was that 99% of the waste is happening in the non-value-add work. So as a Smarter Not Harder philosophy, I never focus on the actual work that the engineer is doing - I focus on what goes on around them, things like handoffs, like what happens when the work is waiting for the worker, like how much work do we have in process, how much are we being distracted by multitasking and shifting our heads around.

Another key piece of the Smarter Not Harder philosophy is that it's very, very intuitive to almost everybody how to work smarter and more efficiently as an individual. So as an individual, I might try to large batch all my work. In fact, give me the whole project, I'll blast through the whole thing all week and then hand it off, so I'm done.

If we work Smarter Not Harder as a team, it's not as intuitive as it is for an individual, it might mean that we actually small batch and we do more handoffs among team members, and we actually work faster as a group, but not optimized as an individual. This is a major problem, because we optimize at the individual level at the expense of team optimization. That's a lesson at the core of Smarter Not Harder.

There's a common thread here that you're applying the principles of actual engineering to the work of engineering, the same way that all the systems in a building have to work together, all the parts of the teams need to be structured to work together.

You're right, it's designing how you do your project production, but thinking in terms of the team. We all love to talk about synergy and working as a team.

The trouble is, most of the time when you observe a team working you find a bunch of individuals working on their own projects. And maybe at most you put two people on a project, and then it's just those people working alone. If one person gets sick, the project stops. There isn't a team flow or rebalancing of the work.

It's really being intentional about how we design our production system – I had an experience earlier in my career, in the 2000's, that really illustrates this. I was trying to plan out how to tackle a project, trying to prioritize and organize, and I started to draw a crude Gantt chart. I remember my boss walking over to me, looking at the chart, and saying "Get back to work." So I took that Gantt chart, I threw it in the garbage and I started scurrying, just doing whatever I was 'supposed' to do. But it didn't mean that I was choosing the right thing to do at the right time.

The bigger problem in our industry is all the different parts of the project – structural, mechanical, electrical, architectural – everybody's choosing what they're going to do first on their own. So often it isn't collaborative, things aren't synchronized or organized. And because of that we cause others to have to redo work. A lot of firms will even hold and wait till addendum time to do certain work, just because they don't want to have to do it twice.

One big thing I help people understand is the progression of the work flowing through the system, and how we can make that workflow better as a whole organization, how all the partners on the project interact.

It's really interesting how these lessons draw from a mix of hard and soft skills, and seeing how integrating both sides together can help you excel.

In my work I draw from several approaches that are somewhat outside of engineering, like lean construction and lean manufacturing, production science, or Theory of Constraints. These help us see the big picture, for example, understanding that a bottleneck in a system is going to be the constraint that limits us from producing more, and that improvements made elsewhere don't matter because the system will still be restrained. So it's about finding the right places in the system. That's why one of the areas that I like to focus on is handoffs, since they tend to be places where a lot of losses happen.

You story about working on a Gantt chart to build yourself some structure and then your boss walked in and said "stop that and get to work" - that doesn't seem like the right way to bring better systems into a workplace. It's important that systems show value from the jump and they give people a win. And I love that Smarter Not Harder gives people lessons they can take back to improve things at their workplace right away - if you've got the right project, support and attitude to implement them.

Smarter *NOT* Harder: Manager Development Series

That brings up another really important point - tightly coupling learning with doing. I was an engineer who loved to go off and take lots of education courses. Often the learning was not yet relevant - I might go to a post tension training and then I would come back and I wouldn't do a post tension job. Then the forgetting curve starts, and maybe my firm shouldn't have wasted their money on me learning this if I didn't get a project where I could use it.

So where I'm going with this is let's learn something, a coherent, actionable lesson, and then let's go back to our office and apply it. Because once we start applying it, we're going to learn something and our thinking is going to evolve. And now we're going to have new perspective and new thinking on that to try more new things. And then the cycle of learning gets better and richer and brings more perspective and more value for the company and the individual.

Something nice about these skills is that unlike things on the technical side, you don't have to wait for the right project to come up. Every project has information sharing, delegation, defining roles, deliverable coordination.

And this can start with a simple thing an individual can do, like a process map. Then the important thing is to start rolling it out to your team. And then your process map starts becoming the thing that everybody's using on your five-person team. Now when the new person comes on, they learn faster - what a gift to give to the next generation, to actually give them some way of navigating and understanding their work. This isn't something that was afforded for our generation when I came into engineering in the mid '90s. It felt like "it's gonna take you 10 years to figure this out." Sometimes you got lucky and someone would hand you a calc packet and they would say follow that, so you at least had some kind of roadmap. But what I hear from young people entering the field when they see the flowcharts and visual work systems and process maps that I use is "Oh, thank you, now I can understand what's going on and I can play this game." These systems help make onboarding faster and better.

Terri, it's time for our final question - session number two for Smarter Not Harder is coming up on April 16th and we've got a really exciting hands-on activity. Can we give a little preview?

Absolutely, we've got a great session planned where we'll be playing with Legos to build Lego airplanes and learn about how we work. What makes this so interesting is that we go through three phases of work process. And so we're able to see how the work plays out in these three different scenarios.

And what I think is amazing is how going from a traditional model, which is the push system, where we just push work into our work systems and everybody has to rush and scurry. Everybody's got a list of 50 things to do and we just keep working as fast as possible. Then we switch over to a Pull system, which is a Lean concept. In that Pull system it's amazing how much more work gets done - everybody is working less hard and it's less stressful. Everybody sees that immediate change and how much more work is getting done. Then the final system is a thing called Balancing Work.

In the Push system, it's hard to see who has too much to do and who doesn't. Then in the Pull system, we see where the bottlenecks are, who's got more work, and if the work system is balanced. Those people in the office that are griping they have more work than others? Well, maybe they were right, but we didn't know.

So in a nutshell, the session offers the opportunity to quickly experience three types of workflow systems and understand the impacts they have on our outputs as well as our morale and work quality.

Well, I'm excited to be there and I'm going to try my hardest not to steal anybody's Legos.

Yeah, because who doesn't love Legos! Can't wait to see everyone on the 16th!

Push, Pull ... Balanced Flow: An Operations Mindset

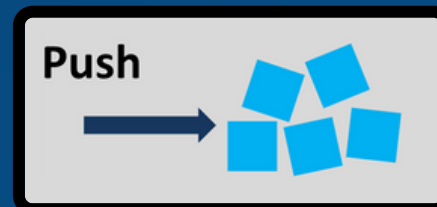
Tuesday, April 16, 2 - 4:30PM, 2PDH/CEU

Wells Fargo Place, First Floor Training Room
30 7th Street East, St. Paul, MN 55101-4914
\$50 ACEC/MN members, \$60 nonmembers

• Includes validated parking at World Trade Center Ramp

[Click here to register](#)

This session will be a hands-on exploration of the impacts of various operations systems. Through this three-phase experience, you will work in small groups to build lego airplanes while actively learning about push, pull, and balanced flow. Often intuitive responses to improving a workflow system do not produce the best results.



In this session, participants will:

- Identify ways we batch our work and how it impacts flow of work
- Learn the difference between push and pull systems and their impacts
- Explore other improvement ideas for "speeding up" a team's output
- Discuss where these workflow systems are found in our own work
- Develop ideas you can take back to your office for improving workflow



Terri Erickson, PE, SE
Masters of Engineering Management

Terri is managing principal of Kata Consulting LLC, working to improve the delivery process of construction projects and the teams who deliver them using lean and continuous improvement thinking

WOMEN IN ENGINEERING



ENGINEERING EDUCATION
FOUNDATION OF AMERICA

Engineering Career Paths Roundtable Discussion

Engineers of the Future Panel

Monday, April 22, 4:30-7PM

Schoenecker Center Performance Hall,
University of St. Thomas

Free to attend for all engineering students

Join us for a panel discussion with student leaders from University of St. Thomas and University of Minnesota. Moderated by ACEC/MN President Katie Toghramadjian, Isthmus Engineering.

Don't miss this chance to hear from and connect with the next generation of engineers. Students, please join us for your opportunity to connect and network with members of the consulting engineering industry.

Thursday, May 2nd, 5-7PM

Lake Monster Brewing,
550 Vandalia St #160, St Paul, 55114

Join us for a facilitated discussion on potential career paths, including technical roles, project management, and leadership. Learn about your options, how to successfully progress along your selected path, and how to mentor colleagues.

MN
SEA

MINNESOTA STRUCTURAL ENGINEERS ASSOCIATION

2024 MNSEA Annual Seminar & Trade Show - Sustainability In Structural Engineering

May 14, 2024, 7:30AM - 3PM

3-5PM Bocce Ball for first 40 registrants

Pinstripes Edina - 3849 Gallagher Dr., Edina 55435

Session #1: Embodied Carbon - What is it, Why it's Important, and How can Structural Engineers Quantify and Reduce it? Ethan Fogle, HGA

Session #2: Steel: Shaping a Sustainable Future
Luke Johnson, Nucor

Session #3: Optimizing the Sustainability of Ready Mixed Concrete Specifications

- Donn C. Thompson, Building Innovations Structures and Sustainability Group, National Ready Mixed Concrete Association
- John D. Lee, Cemstone, Director of Business Development

PSMJ | Resources, Inc.®

THE TRANSFORMATIVE A/E/C LEADERSHIP WORKSHOP

Day 1: Tuesday, May 21, 8AM - 5PM

Day 2: Wednesday, May 22, 8:30AM - 3:30PM

Southpoint Office Center (in-person only)

1650 West 82nd Street, Suite 600, Bloomington, 55431

This ALL-NEW training program combines PSMJ's unmatched expertise in helping A/E/C professionals improve both personal and firmwide performance with the latest research on how superior leaders inspire, engage, and achieve outstanding results. Learn the critical behaviors, tactics, formulas, and mindset shifts that ensure success when leading an architecture or engineering team, division, or an entire firm.

Next-Generation Coaching for
Exceeding Performance Expectations
in your Engineering Firm



Keynote Presenters for the 2024 MN Transportation Conference & Expo



Wednesday, May 29th

Joe Bates

Senior Research Consultant, ACEC Research Institute

Diversity Roadmap - the DEI&B Maturity Model for Engineering & Design Services

Joe Bates serves as a senior research consultant for the ACEC Research Institute. Joe has nearly 30 years of experience in the research profession and is an expert in qualitative and quantitative research design, implementation, analysis, and consulting. Before founding his firm, The Institute for Association and Nonprofits, in 2016, Joe led the research efforts at several large associations including the Consumer Technology Association, the Global Business Travel Association, and the American College for Obstetricians and Gynecologists. Joe is a seasoned speaker and media spokesperson, presenting research hundreds of times in dozens of cities around the world and

serving as a guest lecturer at several universities and numerous industry conferences. Joe has been interviewed or quoted by hundreds of media outlets across the globe, including the NBC Nightly News, National Public Radio (NPR), CNN, MSNBC, CNBC, BBC, Wall Street Journal, USA Today, New York Times, Washington Post, Los Angeles Times, Chicago Tribune, Forbes and Investor's Business Daily.

Thursday, May 30th

Noelle Russell

**Leading AI Innovator & Practitioner, Founder & Chief AI Officer
AI Leadership Institute**

With a profound passion for technology and its potential to transform business and society, Noelle Russell has dedicated her career to helping organizations uncover the possibilities artificial intelligence presents to their businesses and guiding them through the intricacies of AI adoption. In her daily work Russell advises companies across industries on how to integrate emerging technologies – including AI, Web3, and the Cloud – into their operations and workplace strategies. She is an award-winning technologist with an entrepreneurial spirit who has led innovative tech teams at Accenture, NPR, Microsoft, IBM, AWS, and Amazon Alexa, and is among the world's leading voices on data and AI literacy. Russell is a leading tech and AI practitioner whose expertise and guidance is sought after by the world's top organizations as they explore the ways they can leverage AI as a competitive advantage and a vehicle for exponential growth. As she leads an immersive deep dive into generative AI and the other emerging technologies that are changing the ways we live, work, and do business, she infuses real-world examples and insights from her own experiences successfully helping clients solve their business challenges through purposeful tech integration. She empowers groups to embrace what technology can do for their organizations and offers actionable takeaways for how to enhance decision-making around technology. As part of her keynotes, Russell also addresses topics such as creating multi-modal, multi-channel experiences, responsible/ethical AI, and inclusive innovation. In her previous roles at some of the world's leading companies, she worked with clients to guide them in tackling challenges related to healthcare generative pre-trained transformers (GPT), conversational banking, call center innovation with LLMs and GPT, and employee experience. She has built more than 100 conversational AI applications since 2014 and influenced close to \$1 billion in revenue for Microsoft AI during her tenure with the tech giant speaking to Fortune 500 executives and running whiteboarding technical sessions. Additionally, Russell is the founder and chief AI officer at AI Leadership Institute. The institute offers advisory services and workshops for defining generative AI strategy, creating AI-ready cultures, and establishing responsible AI practices within organizations.



MTCE &

MAY 29-31

2024

MINNESOTA TRANSPORTATION CONFERENCE & EXPO

Join us in 2024 for
Minnesota's premier
transportation
conference
Wednesday, May 29th -
Friday May 31st

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