

# Knowledge Hub in the Expo



**BOOTH #1607**

## Staffing World Knowledge Hub!

**Your Tailored Learning  
Journey Awaits**

Gain a competitive edge by accessing the latest trends, best practices, and emerging innovations. Ignite meaningful conversations and foster collaboration with like-minded professionals. The Knowledge Hub at Staffing World provides a vibrant community where you can engage with industry leaders, share ideas, and gain valuable insights by listening to dueling presentations of Speed Talks and Tech Talks. **Mix and match these microlearning opportunities to customize your learning experience to suit your unique needs.**

See full presentation descriptions in the Staffing World app or at [staffingworld.net](https://staffingworld.net).



### Tech Talks

Get all the technology-related answers you need during these 10-minute presentations by technology experts that address staffing-specific tech challenges. Want to continue the conversation? Visit the experts' booths in the expo hall.



### Speed Talks

Join a distinguished group of visionaries for unique, fast-paced networking and thought leadership discussions. These 10-minute sessions are easy to fit in during lunch and refreshment breaks.

Post about Knowledge Hub presentations using the hashtags **#SWKnowledgeHub** and **#StaffingWorld**.

## Tuesday, Oct. 22

5:30–5:40 p.m.



### Tech Talk

**Utilizing KPIs to Maximize Your Staffing Business**  
*Bob Pettke, chief sales officer, Automated Business Designs*



### Speed Talk

**Crush Your Sales Goals: How to Build a Digital Marketing System With AI**  
*Brad Smith, chief strategy officer, Haley Marketing Group*

5:45–5:55 p.m.



### Tech Talk

**Data Review: The State of the Staffing Industry**  
*Mike Perrone, COO, Prodoscore*



### Speed Talk

**Building High-Value Relationships: AI's Supporting Role in Client Retention and Growth**  
*Mary Ann McLaughlin, managing partner, Butler Street Consulting*

6–6:10 p.m.



### Tech Talk

**Supercharge Light Industrial With Automation and AI**  
*Angela Pitts, manager, solution consulting, Bullhorn*



### Speed Talk

**5 Common Denominators of Great Companies—Does Your Staffing Agency Check the Boxes?**  
*Sheri Tischer, VP of business development—staffing practice, Scale Funding*



**CE** **ASA-CERTIFIED?** Make sure to scan your name badge to earn CE hours toward recertification.

6:15–6:25 p.m.



### Tech Talk

**Staffing Strategies for the Impending AI Revolution**  
*Ashwarya Poddar, founder and CEO, ConverzAI*



### Speed Talk

**Health Care Staffing: Can You Find a Way Around the MSP Billing Fees?**  
*Timothy Teague, president, BlueSky Synergy LLC*

## Wednesday, Oct. 23

12:30–12:40 p.m.



### Tech Talk

**Lessons From the ERP Upgrade Battlefield**  
*David Laster, director, software solutions, GraVoc*



### Speed Talk

**Benchmarking Staffing Excellence: Gauging Performance and Elevating Standards**  
*Jacob Hamilton, business development officer, Access Capital*

12:45–12:55 p.m.



### Tech Talk

**Safely Enacting Gen AI at Scale in Staffing**  
*Monica Maralit, SVP, PSG Global Solutions*



### Speed Talk

**Compensation Trends: What You Need to Know in the Changing Staffing Landscape**  
*Thomas Kosnik, president and founder, Visus Group*

1–1:10 p.m.



### Tech Talk

**The AI Edge: Keeping Ahead in the Hunt for the Best Talent**  
*Jeremy Schiff, CEO, RecruitBot*



### Speed Talk

**Evolution of Voice AI: Triple Your Recruiting Team's Productivity**  
*Sammy Singh, co-founder and CEO, WerkNow Inc.*

1:15–1:25 p.m.



### Tech Talk

**Investing in the Talent Experience**  
*John Lindsmith, VP of product, FoxHire LLC*



### Speed Talk

**Recruit for a Sense of Humor—Not Kidding!**  
*Jay Mattern, CEO, TerraFirma Marketing*

1:30–1:40 p.m.



### Tech Talk

**Succession Playbook: Key Strategies to Defining Your Legacy—the Right Way**  
*Jerry Grady, partner, UHY*



### Speed Talk

**Money Makers: 5 Techniques to Help Recruiters Be Successful Right Now**  
*John Ruffini, VP, professional development, Healthtrust Workforce Solutions*

# Knowledge Hub in the Expo

1:45–1:55 p.m.



## Tech Talk

**Apps and Staffing Platforms: Game-Changer or Hype?**  
Ash Barot, CEO, WOLF



## Speed Talk

**7 Tips for Successful Offshoring: How to Stay Cautious, Not Stagnant**  
Bryan Tweed, executive VP and COO—North America, IMS Group—an Empresaria Co.

5:45–5:55 p.m.



## Tech Talk

**2024 ASA Staffing Playbook: CliffsNotes for the Staffing Professional**  
Noah Yosif, chief economist, American Staffing Association



## Speed Talk

**The Rise of Pharma Deserts—Innovative Health Care Solutions in a New-Age Market**  
Carl Stecker, president and CEO, Benefits in a Card

6–6:10 p.m.



## Tech Talk

**How EOR/AOR Companies Will Eat the World**  
Terri Gallagher, CEO, Gallagher and Consultants



## Speed Talk

**The New Pandemic: Mental Health in Corporate America**  
Ziba Alizadeh, VP, health care solutions, Employbridge

6:15–6:25 p.m.



## Tech Talk

**AI on Guard: Top 10 Tips for a Secure and Compliant Strategy**  
Samar Basnet, co-founder and chief software architect, Aqore Staffing Software



## Speed Talk

**From Survive to Thrive: 10 Strategies to Accelerate Growth in Any Economy**  
Eric Gregg, founder and customer experience strategist, ClearlyRated

6:30–6:40 p.m.



## Tech Talk

**Modernizing Recruitment: Unlock the Power of Generative AI**  
Don Tomlinson, chief technical officer, Daxtra



## Speed Talk

**M&A and Shareholder Buyouts: Term Debt to Finance Growth**  
Chad Gardiner, managing director of investment banking, Bridgepoint Investment Banking

6:45–6:55 p.m.



## Tech Talk

**Modern Payroll: Lower Operational Costs and Improve Worker Retention**  
Kirti Shenoy, CEO and co-founder, Zeal



## Speed Talk

**Upskilling Within Your Industry: Candidate Generation**  
Lauren Jednat, senior product consultant, Crelate



Keep your Staffing World radio with you to tune in to presentations throughout the convention—then take it home with you to use as an FM radio!

### HOW TO USE YOUR RADIO

Remove the battery tab and plug in the ear buds provided. Turn your radio on by rotating the power/volume dial up to the optimal level. Turn your radio off by rotating the volume down until you hear a click.

Use the UP and DOWN buttons to toggle between the pre-tuned event channels.

### RADIO CHANNELS

Tech Talks and Speed Talks  
E1—Knowledge Hub stage 1  
E2—Knowledge Hub stage 2

E3—Author Talks

# Thursday, Oct. 24

12:30–12:40 p.m.

## Tech Talk

### Staffing Without the Headache: Automating Payroll and Compliance

*Rick Torrence, chief sales officer, PrismHR, Vensure Employer Solutions*

## Speed Talk

### Mastering Staffing Sales: Focus on Relationships for Sustainable Growth

*Kathy George, president, Spherion Staffing and Recruiting*

12:45–12:55 p.m.

## Tech Talk

### Managing Digital Transformations With a Future State Operating Model Framework

*Chris Scowden, CEO, Newbury Partners*

## Speed Talk

### Decoding Marketing ROI: Strategies to Get a Real Return

*Brian Jameson, chief growth officer and co-founder, echogravity*

1–1:10 p.m.

## Tech Talk

### Win Top Talent: How Same-Day Payroll Can Be Your Competitive Edge

*Piers Mainwaring, co-founder and chief innovation officer, Everee*

## Speed Talk

### From Now to Next: How Marketing Can Fuel Sales

*Alison Richmond, SVP, ClearEdge Rising*

## Tech Stands

Check out this year's Tech Stands—technology-focused exhibitor mini booths that are part of the Knowledge Hub in the expo hall. Visit them while attending Tech Talks and Speed Talks in the Knowledge Hub.

### **1** Cartwheel TECH STAND 1 [cartwheel.io](http://cartwheel.io)

Cartwheel delivers a clear, impactful, and complete accounts receivables automation for staffing agencies and EORs that helps them get paid faster, stop manual processes, and deliver clear and actionable insights. Cartwheel customizes its solution to automate your existing processes and integrate with your current technologies—no downtime or change management required.

### **2** Staffing Software Consultants TECH STAND 2 [staffingsoftwareconsultants.com](http://staffingsoftwareconsultants.com)

Hundreds of customers have celebrated successful data migration projects, process improvements, software customization/optimizations, integration reviews, demos, requests for proposals, audits, and business reviews. We invite you to leverage our knowledge and deep understanding of payroll, software, staffing, and industry partners to make a more informed decision and increase your revenue.

### **3** Prodoscore TECH STAND 3 [prodoscore.com](http://prodoscore.com)

Prodoscore is a data visualization and productivity solution that provides visibility into how employees work. The unique data Prodoscore surfaces helps provide critical insights that create a blueprint for replicable success and, ultimately, drive results. Increase retention, improve performance, visualize collaboration, and empower employees to work however they work best.

### **4** Branch TECH STAND 4 [branchapp.com](http://branchapp.com)

Branch is the leading workforce payments platform that delivers fast, flexible options for people to get paid. With our platform, staffing firms can win over talent with same-day payouts, digital wallets, modern paycards, seamless earned wage access, and fully funded instant disbursements. Save time and resources, while improving recruitment and retention—with zero added costs.