



# Executive Connection Summit

## Industry leaders gather to explore new opportunities

by: Brent Hoskins, Office Technology Magazine

Office technology industry dealers, vendors, media and consultants gathered Jan. 15-18 at the Hotel Valley Ho in Scottsdale, Arizona, to attend the 2023 Executive Connection Summit (ECS). The event, established by Stramaglio Consulting LLC, had three Title Sponsors — ConnectWise, GreatAmerica and Sharp.

“The ECS team has held steadfast in our mission to provide an agnostic platform whereby we can share knowledge, explore new opportunities and, above all, create a networking opportunity with some of the greatest companies and leaders in our industry,” said Mike Stramaglio, president and CEO of Stramaglio Consulting, in his welcoming letter to attendees. “It is safe to say, the past few years have been very interesting and not without challenges, but our industry is resilient. I am confident we will learn, adapt and create the next generation of success.”

ECS featured 24 educational sessions. Collectively, the lineup provided a deep-dive look at the changing nature of the industry and emerging opportunities. Following are brief excerpts from three of the sessions that provide a sense of the future- and opportunity-focused nature of the ECS content.

### Digital Transformation

In his session, “Digital Transformation: The Technology Journey,” Richard Lisa, director of Intelligent Edge Business Development Americas at Intel Corp., spoke, in part, about the definition of digital transformation (DX). “‘Digital transformation’ is one of those terms that everybody uses ... what is it really?” he said, later noting that it is often confused with “Internet of Things” (IoT). “Internet of Things is how I control my Nest thermostat with my smartphone. Transforming and digitally enabling a company cannot be dumbed down to a single thing I would deploy that suddenly transforms a business.”

Instead, it is “looking at digital technologies and how you would apply them to every aspect of your business,” Lisa explained. “It’s taking all the data that you collect across your enterprise and building a digital version of your real-world operation ... Underneath that is tons and tons of data, and a lot of analytics.”



*The 2023 Executive Connection Summit drew approximately 300 people to the Hotel Valley Ho in Scottsdale, Arizona.*

### Accelerated Change

Near the beginning of her presentation, “Rolling With Changes: Embracing Data, Analytics and AI Tools to Fuel Business Growth,” Tami Beach, head of MPS channel sales for HP, played a brief video. The narrator stated, in part: “Over the next 15 years, we will experience more change than in all of human history to date. By 2030, 8.5 billion people will walk the earth.” Following the video, Beach challenged the audience: “Sit with that for a minute. In our lifetimes, we will see

so much change. It will be unimaginable, incomprehensible.”

Beach emphasized the enormity of the level of change that lies ahead. “If you thought there was a lot of change to adapt to in the past several years, you haven’t seen anything yet,” she said. “So, we all need to buckle up. We all need to prepare and to embrace and figure out tangible ways — at least first steps — into how we embrace ... the data, the analytics, the tools and the technology innovation that is going on out there for ourselves, our employees, our businesses and our customers.”

### B2B E-Commerce

Serving among the panelists in the session “B2B eCommerce,” Anthony Sci, president and CEO of Keypoint Intelligence, encouraged dealers to consider adding e-commerce capabilities to their websites. “It’s not going to solve all the ills of the world or this industry,” he said. “What it will do is educate your customers on what you do. It is a lead-generating platform.”

To emphasize one of the reasons for pursuing e-commerce, Sci asked for a show of hands among dealer attendees for an indication of how many currently have job openings for salespeople. “An e-commerce platform covers your whole territory; it gives you complete coverage,” he said. “So, instead of having your best [reps] having two to three territories to cover, you get total coverage ... Have the information out there.”

Sci said one only needs to look at the prevalence of online sales to see the opportunity. “The vast majority of people in this room shop online; [essentially] everybody does,” he said. “What makes us think that we can survive by being different?” ■

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