

Track 1: Technology

Room: Jewel Ballroom

AI DRIVEN BUSINESS TRANSFORMATION

In this presentation, Colin Theseira will dive into AI-driven business transformation, which helps business leaders lay the groundwork for developing an AI strategy. This strategy helps to ensure businesses can benefit from AI while aligning it with their core objectives. Colin will also provide insights into making AI more accessible and user-friendly. He will then transition to implementation and highlight the value it brings to different business functions. While the promise of AI is immense, it's critical to have a robust governance framework to ensure the ethical and responsible deployment and use of AI solutions.



Colin Theseira has over two decades of experience leading IT, Cybersecurity, cloud transformation, and software development projects. He played a pivotal role in deploying critical alert notification systems post 9/11 and was brought on board at Nefsis Corporation, where he spearheaded the development of a cloud conferencing solution in partnership with Tier providers across the globe. He is a lifetime student and obtained a B.S. Degree in Computer Electronics from Coleman University and is certified as a PMP, Professional Scrum Master (PSM), and an AWS Solutions Architect. He is also enrolled in the Wharton AI

Strategy and Governance Certificate Program and in a master's degree program in International Business Strategy at Ducere Global Business School.

AT THE INTERSECTION OF BLOCKCHAIN, INTERNET OF THINGS, AND THEORY...

One of the challenges of academics who devise theories is that they are ignored by the real world. On the other hand, field practitioners solve individual problems without thought to how the solution applies to the larger industry. In this presentation, Bryan Berthot will review some research in progress at the intersection of blockchain and the Internet of Things (IoT) and how it relates to fields such as home energy management and diabetes management.

Bryan Berthot, MBA, MSPM, lives in San Diego, CA and is President of Berthot Consulting, a firm specializing in organizational assessments on project management best practices, supply chain management consulting, and Agile/Scrum coaching. He has also worked on software development and process improvement projects for Verizon's Internet of Things (IoT) Unit, and is the author of Skills for Success: Microsoft Project 2010 and The Intentional Project Manager® newsletter series. As a project management educator, he has trained thousands of project managers at the undergraduate, graduate, and corporate levels. He has also been an Instructor for both SDSU and UCSD Continuing Education Project Management Certificate Programs, and at many PMI chapters.



WHAT IS AI & WHY SHOULD I CARE?

Technology is changing at an incredible rate, and it is hard to keep up with all of it. How does one sort through all the hype and get to the real value proposition of technology and, in particular, AI? AI should be viewed as a tool, a technological capacity to think, act, adapt, and prepare itself for new situations to make decisions and perform skills. This is how we all should think about AI. This discussion will offer some valuable insights into both technology and AI.

Clark Kegley is an experienced IT specialist within the healthcare industry and has been with Scripps Health for over 16 years, and he is currently the Assistant V.P. of Information Services. He has also held positions as a CFO and Director of IS Operations, as well as owned his own healthcare consulting firm, specializing in healthcare interfaces between clinical systems. He holds degrees in Economics and Computer Systems and is a fellow of the Advisory Board Company - Healthcare Executives Track. He is also certified in ITIL, as well as a certified Remedy Administrator and Developer. In addition, he serves as the President of the Southern California Chapter of Healthcare Information and Management Systems Society (HIMSS).



AI AND THE PROJECT MANAGER: LEVERAGING INTELLIGENT TECHNOLOGY TO DRIVE INNOVATION AND RESULTS

Artificial intelligence and other emerging technologies are rapidly transforming the world of project management. As AI capabilities in areas like natural language processing, data analytics, and predictive modeling continue to advance, project managers have an immense opportunity to harness these tools to enhance their work.

This presentation will explore practical applications of AI that can help PMs work smarter and drive better outcomes. We'll discuss how AI can be used for more efficient planning and forecasting, identifying risks and issues, optimizing resources, gathering insights from project data, and other key aspects of project delivery.



Real-world examples and case studies will demonstrate how leading organizations are already realizing value from AI-driven innovation in project management. Attendees will leave with an understanding of current AI capabilities most relevant to project managers and approaches to integrate intelligent technology in ways that create competitive advantage and enable successful project outcomes.

Darrell Mesa is an accomplished project management professional with over 20 years of experience leading complex programs in aviation, defense, and IT sectors. As a certified Project Management Professional (PMP), Darrell specializes in program planning, scheduling, risk management, and earned value management. Darrell has a proven track record of steering

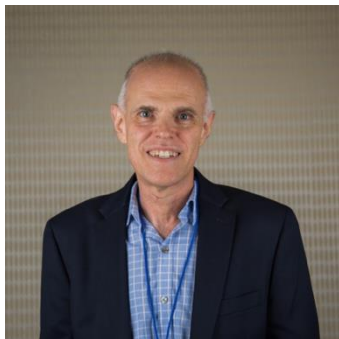
large-scale projects, implementing best practices, and using methodologies like critical path scheduling and work breakdown structures to drive results.

When not managing complex programs, Darrell enjoys sharing his passion for project management as an instructor. He has developed nearly 100 courses on PM best practices. His blend of hands-on experience and ability to impart knowledge positions him as a thought leader in the field.

MANAGING CONTROVERSIAL INITIATIVES

This topic will illustrate a use case involving a recent implementation of the CHOC SOGI (Sexual Orientation/Gender Identity) initiative. This initiative created opportunities in the electronic health records (EHR) to capture updated and additional SOGI information. The following learning objectives, encountered during the above initiative, will be addressed:

- Promoting organizational awareness
- Dealing with diverse feedback
- Developing and delivering enterprise education
- Overcoming budget challenges
- Providing a positive customer experience



David Bobrow is a Senior Project Manager for CHOC (Children's Health of Orange County). He has led the execution of non-strategic and strategic initiatives as part of the PMO at CHOC's Information Services Department, including in the areas of Revenue Cycle, Clinical Applications, Systems Integration, Information Security, and Infrastructure at CHOC over the last 11 years. Before David became a project manager, he had 23 years of experience working in IT for healthcare organizations such as CHOC, Perot Systems, St. Joseph Health System (now known as Providence), and Loma Linda University Medical Center. He holds a Computer Science degree from UC Riverside., and

he is a PMP and a CSM. David won the prestigious 2022 President's Recognition Award from CHOC for bringing the latest industry knowledge and practices to the PMO team, as well as helping to make them part of the project management process at CHOC.