

BUSINESS ARCHITECTURE PRACTITIONER & REFERENCE MODEL WORKSHOP

December 5 - 7, 2017
9:00 am - 5:00 pm
Burlingame, CA, USA



Speakers and Workshop Leaders

Whynde Kuehn, Principal, S2E

Whynde Kuehn is Principal at S2E Consulting Inc. and a long-time practitioner, educator and thought leader. Whynde is Co-Founder, Board Member and Editorial Board Chair of the Business Architecture Guild, and founder of Metanoia Global Inc., which helps social entrepreneurs to start, scale and sustain successful businesses. Whynde is also Partner in Business Architecture Associates, a Guild accredited training company, and a Senior Consultant at Cutter Consortium. She is a Certified Business Architect (CBA)®.

William Ulrich, President, TSG

William Ulrich is President of TSG, Inc. and President of the Business Architecture Guild. He is a thought leader in the field of business architecture and business/IT transformation. Mr. Ulrich is an originating contributor to "A Guide to the Business Architecture Body of Knowledge®" and coauthor of two seminal books, "Business Architecture: The Art and Practice of Business Transformation" and "Information Systems Transformation". He is an active contributor to the international standards community and a Cutter Consortium Fellow. As a management consultant for more than 30 years, Mr. Ulrich continues to serve in the role of senior advisor, mentor and workshop leader to corporations and government agencies across a wide number of industries, focused on helping businesses address major transformational challenges.

Alex Randell, Asst Director, Business Architecture, Principal

Alex Randell is a Business Architect and Strategic Leader at Principal in Des Moines, Iowa. As a business architect, he facilitates the translation of business strategy and capabilities, including the strategy-to-execution framework, business/technology alignment, and business transformations. Alex is a member of the Business Architecture Guild Board of Directors and Editorial Board, and is the content manager for the BIZBOK(R) Guide. He is also the founder of the Business Architecture Des Moines group. He has experience in strategy, marketing, and technology across a number of industries, and holds an MBA with a Marketing emphasis from the University of Iowa.

Chalon Mullins, Principal Enterprise Architect, Kaiser Permanente

Chalon Mullins is an enterprise architect with experience in a variety of industries, such as financial services, and health care. Throughout his career he has worked with a variety of organizations establish robust, comprehensive, and repeatable architectural practices. To that end he has been active with a variety of standards and standards bodies, for example, working on the curriculum for object-oriented design using UML while with the Lockheed Martin Advanced Concepts Center, and representing Charles Schwab at the Object Management Group and the World Wide Web Consortium. His current role with Kaiser Permanente charges him with developing the target architecture and business architecture practices. At the BA Guild Chalon has been active in a number of collaborative teams: the metamodel team, the customer experience team, and the information mapping team. He has also assumed the leadership role in the team developing a reference model for the health care provider industry.

Ivan Blinov, Technical Director and Business Architect, BMASTER, Inc.

"Ivan Blinov is Technical Manager and Business Architect in BMASTER INC with over 15 years of success leading of Business & IT projects; Active member of the Business Architecture Guild – Co-Lead for the Industry Reference Model for Financial Services to develop a reference model set of business architecture blueprints representing the global financial services industry (published in the Reference Models section of the BIZBOK® Guide).

Matt Edwards, Manager, Business Architecture, Independence Blue Cross

Matt Edwards manages Business Architecture at Independence Blue Cross. He has 13 years of experience with Independence, including such roles as Underwriting, Program Management, and Solutions for a large business and system transformation. He is a Certified Business Architect, active member of the Business Architecture Guild, and participates with both the Insurance and Health Care Provider Reference Model teams.

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