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WORKFORCE  
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# AMERICAS WFM & CX SUMMIT 2026

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The New Economics of  
Workforce Management  
Creating Business Value  
Through Workforce  
Intelligence, Agentic AI &  
Operational Excellence

Leading the Next Era of  
Customer Experience  
Powered by AI. Enabled by  
Workforce Intelligence.  
Defined by Business Value.



**The Westin Dallas Southlake**

Dallas, Texas, US

Skyline Ballroom, 2nd Floor



**28 August 2026**



[www.globalwfm.com](http://www.globalwfm.com)

# Americas GWFM Summit 2026: Agenda

## MORNING SESSION

### Business Conference Kick-Off - Welcome by GWFM & Advisory

- Jessica Harris (Master of Ceremonies), Director, Workforce Management, Taxwell
- Dr. Shiva - GWFM
- Jay Parikh - SVP Workforce & Quality, TTEC | GWFM Advisory Board
- Melissa B. Johnson - GWFM Women Leadership Advisory Board | 15 minutes

### Executive Keynote

**Hemant Sehgal** - COO, Arise Inc. | 15 to 20 minutes

#### Keynote Focus on:

*The Human Layer in the AI Era explores a defining question for business leaders: as AI becomes the new operating baseline, where does human expertise create the greatest value? AI can process patterns, scale decisions, and accelerate execution—but it still struggles with context, exceptions, judgment, and consequences. The competitive advantage of the AI era will therefore not come from technology alone, but from how intelligently organizations combine AI with the right human expertise at the right moment.*

*The keynote explores this Human Layer across two critical dimensions: enabling organizations to dynamically flex human capacity with changing customer demand, and bringing specialized human expertise into the AI lifecycle to train, evaluate, challenge, and make AI more trustworthy. Ultimately, the message is clear: the future is not AI versus humans—it is AI amplified by humans. Organizations that master this combination will be better positioned to improve customer experience, unlock capacity, protect business value, and turn AI investment into sustainable competitive advantage.*

### Executive Keynote - CX Leadership

**Nick Martin** - NiCE | 15 to 20 minutes

#### Keynote Focus on:

*Thought leadership; Innovation in WFM & CX tech Solutions in Era of AI*

### Executive Keynote

**Shawn Zhang** - Co-Founder & CTO, Sanas | 15 to 20 minutes

#### Keynote Focus on:

*Breaking Communication Barriers, Building Communication Bridges*

*Sanas CTO and co-founder Shawn Zhang explores how real-time Speech AI is giving agents a superpower — serving any customer, in any language, without losing the human touch that keeps them coming back.*

### Executive Power Panel Discussion I: The New Economics of Workforce Management (45 to 50 Min)

Moderator: **Jay Parikh**, SVP Workforce & Quality, TTEC

Panellists:

1. **Kim Felice** — Shared Services, Conduent
2. **Jennifer Henderson** — Global Head of WFM, NTT DATA
3. **Robert Dvorscak** — Manager of Product Management, NiCE
4. **Mohammed Sirajul Hassan** — WFM Leader, Omega Healthcare

**Theme: The New Economics of Workforce Management: Creating Business Value Through Workforce Intelligence, Agentic AI & Operational Excellence**

#### Context :

*As organizations embrace AI-native operating models, Workforce Management (WFM) is undergoing its most significant transformation in decades. No longer viewed as a support function focused solely on forecasting, scheduling, and adherence, WFM is emerging as a strategic business capability that directly influences enterprise productivity, customer experience, workforce engagement, and financial performance.*

*The convergence of Workforce Intelligence, Agentic AI, predictive analytics, and autonomous decision-making is redefining the economics of workforce management. Organizations are shifting their focus from cost optimization to value creation—leveraging intelligent workforce strategies to improve revenue, enhance employee productivity, optimize customer outcomes, and build resilient, future-ready enterprises.*

*This executive panel will explore how leading organizations are reimagining workforce management as a business value driver. Industry leaders will share their perspectives on the evolving role of AI, the emergence of Workforce Economics as a strategic discipline, the changing expectations of business leaders, and how organizations can measure success beyond traditional operational metrics.*

*The discussion will provide practical insights into building intelligent enterprises where technology augments human potential, operational excellence becomes a competitive advantage, and workforce decisions create measurable business value.*

#### Panel Objectives

- Define the emerging concept of Workforce Economics.
- Explore how Agentic AI is transforming workforce planning and decision-making.
- Discuss the evolution from Workforce Optimization to Workforce Intelligence.
- Understand how WFM contributes to enterprise business value.
- Identify new executive KPIs that demonstrate strategic impact.
- Examine the future role of WFM leaders in AI-enabled organizations.

#### Q&A Connecting the Audience

**Networking Coffee Break · 15 min**

# Americas GWFM Summit 2026: Agenda

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|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11:20-11:40 AM  | <ul style="list-style-type: none"><li>Technology Innovation Spotlight – NiCE</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 11:40-11:55 AM  | <div>Executive WFM Best-Practice Session - Demystifying Workforce Forecasting &amp; Planning by Melissa B. Johnson - GWFM Women Leadership Advisory Board OPEN - Senior WFM / Workforce Planning Executive   15 minutes</div> <div><div><ul style="list-style-type: none"><li>How forecasting is changing in the AI era</li><li>Capacity planning and scenario modeling</li><li>Forecast uncertainty and volatility</li></ul></div><div><ul style="list-style-type: none"><li>Human judgment versus machine intelligence</li><li>Connecting workforce forecasts to business and financial outcomes</li><li>What leading organizations are doing differently today</li></ul></div></div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 11:55-12:15 PM  | <ul style="list-style-type: none"><li>Technology Innovation Spotlight - Sanas</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 12:15 -12:30 PM | <div>GWFM Executive Ideation Forum - What Does WFM Need to Solve Next?<br/>Facilitator: Melissa B. Johnson - GWFM Women Leadership Advisory Board   15 minutes</div> <div>Facilitated executive table exercise. Each table receives a strategic workforce challenge and produces One Challenge + One Emerging Idea + One Recommendation. Suggested areas include autonomous WFM, AI governance, forecasting/capacity planning, human + AI workforce design, future WFM skills, employee experience, and workforce flexibility.</div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 12:30-01:25 PM  | <div>Networking Lunch + GWFM Awards &amp; Recognition   Awards incorporated into lunch</div> <div><div><div>12:30-12:55</div><div>12:55-1:10</div><div>1:10-1:25</div></div><div><ul style="list-style-type: none"><li>Lunch &amp; networking</li><li>Awards &amp; recognition</li><li>Photos, dessert &amp; networking</li></ul></div></div> <div>Felicitations of Awards &amp; Recognitions</div> <div><div><div><div><div><div></div></div><div>CX Leaders Awards of the Year</div></div><div><div></div></div></div><div><div></div></div></div><div><div><div><div></div></div><div>WFM Leaders Awards of the Year</div></div><div><div></div></div></div><div><div><div><div></div></div><div>CX Awards of the Year</div></div><div><div></div></div></div><div><div><div><div></div></div><div>Workforce Innovation Awards</div></div><div><div></div></div></div></div> <div><div><div><div></div></div><div>Women's Hall of Fame</div></div><div><div></div></div></div> <div><div><div><div></div></div><div>GWFM Maturity Model — Global Industry Benchmark Certification</div></div><div><div></div></div></div> <div><div><div><div></div></div><div>Excellent Workplace Org Certification</div></div><div><div></div></div></div> <div><div><div><div></div></div><div>GWFM Best Employee Experience Org &amp; Future Ready Org</div></div><div><div></div></div></div> |

# Americas GWFM Summit 2026: Agenda

## Executive Objectives

- This discussion will explore how executive leaders can:
- Build trusted, intelligent, and customer-centric enterprises.
- Position Customer Experience as a boardroom priority.
- Align customer strategy with business growth and profitability.
- Leverage AI as a catalyst for competitive advantage.
- Lead enterprise-wide transformation in an AI-driven economy.

## Q&A: Connecting the Audience

## Mastery Session - Shaping the Future of Industry with Global Benchmarking & Excellence in the AI Era

Dr. Shiva - Author, WFM Maturity Model | 20 minutes

Turns the Maturity Model into a practical framework attendees use, with a completed assessment or defined next action as the takeaway.

## Ideation Forum Report-Out - The Americas WFM Agenda for 2027

GWFM + Advisory | 30 min

Return to the insights generated during the morning Ideation Forum and identify **Five Priorities for WFM & CX Leaders Going Into 2027**.

Revision note: Closes the peer-learning loop and creates original GWFM thought leadership that can be used for post-event content and future programming.

## Executive Closing Conversation - What We Heard. What Matters. What Comes Next.

GWFM Leadership + Advisory Board | 25 minutes

Synthesize the day's themes across workforce, AI, technology, CX, leadership, people and business value. Focus on the most important actions attendees should take back to their organizations

## CLOSING REMARKS

Jessica Harris (Master of Ceremonies) and Dr. Shiva | 10 minutes

Vote of Thank attendees, speakers, sponsors, partners and Advisory Board members and set expectations for continued GWFM Americas engagement.

## Group Photos | 10 minutes

Speaker photos, award-recipient photos, sponsor recognition and informal networking.

## Reception & Cocktail

By invitation only

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