

Conference Themes:

1. **AI & Quality 4.0**
2. **AI Governance, Risk & Digital Trust**
3. **Digital Quality in Regulated Industries**
4. **AI-Powered Inspection & Digital Twins**
5. **Digital Transformation & Change Leadership**

1. AI, Quality & Operational Excellence

- From Material Flow to Intelligence Flow: The Next Frontier of Enterprise Quality Excellence (*Michael Mladjenovic*)

2. AI Governance, Risk & Digital Trust

- The RAISE Framework: A Governance Model for AI Risk in Financial Reporting and Audit (*Tulay Guneyssel*)
- From Process Efficiency to Digital Trust: How Fintech Is Reshaping Operational Excellence (*Alina Codreanu*)

3. Digital Clinical Quality & Regulated Healthcare

- Operationalizing Digital Clinical Quality for the Next Era (*Kevin Richards & Mark Volk*)
- AI/ML Framework in Regulated Industries (*Chaitanya Baliga*)

4. Intelligent Inspection & Quality Technology

- The Future of Quality Inspection with AI-Powered Vision Systems (*Kallol Barua*)
- From Documents to Decisions: AI-Powered Digital Twins for Quality, Compliance & Operational Excellence (*Tony Bruneau-Bouchard*)

5. Digital Transformation, Leadership & Change

- Leading Change in the Digital Age: The Knoster Model Meets Digital DMAIC (*Afshin Yousefi*)
- Change Management in Digital Transformation (*Salima Jaffer*)

COMPANIES BEHIND THE SPEAKERS:



Dr. Michael Mladjenovic - Keynote Speaker

ASQ Fellow | P. Eng. | MBB | CQOE | CQA | CRE | CQE | CSQE

Lean Sensei, Digital Transformation Strategist, Process Thinking Leader

Digital LSS | Data Science | BPM | Digital Kaizen | VSM, CAP Hoshin Planning



Topic: “From Material Flow to Intelligence Flow: The Next Frontier of Enterprise Quality Excellence”

Quality professionals have successfully led organizations through decades of improvement by optimizing products, processes, and systems. Today, a new opportunity is emerging: helping organizations optimize the flow of intelligence.

This presentation explores how quality professionals can expand their role beyond traditional quality management and become leaders of the next evolution of Enterprise Excellence. By leveraging their expertise in system thinking, continuous improvement, variation reduction, and value stream optimization, quality professionals are uniquely positioned to connect Lean, Digital Transformation, Data, and AI into a unified value creation system.

Participants will explore how concepts such as Data Value Streams, Digital Kaizen, and Digital Cost of Quality (DCoQ) can help organizations move from managing data to creating intelligence-driven value.

Learning Outcomes

By the end of this session, participants will be able to:

- Understand the evolution from Material Flow → Information Flow → Intelligence Flow
- Recognize the relationship between Lean, Digital Transformation, Data, and AI
- Understand how Intelligence Flow drives organizational performance and value creation
- Identify sources of digital waste, decision friction, and hidden costs
- Explore concepts such as Digital Kaizen, Data Value Streams, and Digital Cost of Quality (DCoQ)
- Understand the characteristics of an Intelligent Enterprise
- Recognize the leadership capabilities required to build adaptive and learning organizations

Dr. Tulay Guneyssel - Keynote Speaker

DBA | ALM | BMgt | CFE

Professor, Researcher, Author, International Keynote Speaker, AI Strategist

Financial Reporting | Audit | AI Risks



Topic: “The RAISE Framework: A Governance Model for AI Risk in Financial Reporting and Audit”

Topic: The RAISE Framework: A Governance Model for AI Risk in Financial Reporting and Audit

As Artificial Intelligence (AI) becomes increasingly integrated into financial reporting and audit, organizations must address the governance challenges and risks associated with its adoption. This keynote introduces the RAISE Framework, a practical governance model designed to help organizations identify, assess, and manage AI-related risks while strengthening transparency, accountability, regulatory compliance, and stakeholder trust. Participants will gain actionable insights into building effective AI governance practices that support operational excellence and responsible AI adoption in the digital age.

Learning Outcomes

By the end of this session, participants will be able to:

- Explain the governance challenges and AI-related risks associated with the use of Artificial Intelligence (AI) in financial reporting and audit
- Describe the core principles and components of the RAISE Framework as a governance model for managing AI risk.
- Apply governance strategies to strengthen internal controls, regulatory compliance, transparency, accountability, and stakeholder trust in AI-enabled financial reporting and audit.
- Assess how effective AI governance contributes to trustworthy AI, organizational resilience, and operational excellence in the digital age.

Kevin Richards

Senior Director, Clinical Quality

Inspection Readiness | Data Science | Analytics |
Digital Transformation



Mark Volk

Director, Clinical Quality

Biotech | Molecular Biology & Genetics |
Biotechnology



Topic: “Operational Digital Clinical Quality for the Next Era”

The future of healthcare quality is digital, connected, and increasingly data driven. *Operationalizing Digital Clinical Quality for the Next Era* explores how healthcare organizations can move beyond digital transformation as a concept and turn it into practical, measurable improvements in clinical quality and patient care.

At the heart of this shift is the ability to translate data into action. Through effective data modelling, organizations can create a consistent foundation for understanding clinical information, identifying quality priorities, and generating meaningful insights. Automated workflows can then embed quality processes directly into clinical and operational practice, reducing manual effort while supporting more consistent and timely interventions. Increasingly, AI can build on these capabilities by helping organizations identify patterns, prioritize opportunities for improvement, and support more informed decision-making.

By integrating data, technology, clinical workflows, and quality strategies, organizations can create more efficient and sustainable approaches to care improvement. The next era of digital clinical quality is therefore not simply about adopting new technologies—it is about operationalizing them in ways that make quality actionable, empower clinicians, strengthen outcomes, and deliver greater value across the healthcare system.

Learning Outcomes:

- Explain the key principles and emerging trends shaping digital clinical quality.
- Identify practical strategies for integrating digital quality measures into clinical workflows.
- Explore how data, technology, and analytics can support continuous quality improvement.
- Recognize key challenges and enablers in operationalizing digital clinical quality at scale.
- Apply practical approaches to strengthen clinical outcomes, efficiency, and patient-centered care through digital quality initiatives.

Dr. Chaitanya Baliga

ASQ Deputy Regional Director | CQA (ASQ) | CSSGB | CMQ | OE

Director of QA at Profound Medical Inc.

Healthcare Quality | Regulatory Compliance



Topic: “AI/ML framework in regulated industries”.

Deploying AI/ML in regulated industries requires a strict governance framework to ensure safety, privacy, transparency, and regulatory compliance. Organizations must navigate evolving legal requirements while managing risks related to data, model performance, security, and accountability.

This presentation provides an overview of current AI governance and risk management frameworks, highlights key regulatory developments across jurisdictions, and discusses practical approaches for implementing trustworthy, compliant, and responsible AI systems in highly regulated environments.

Learning Outcomes

By the end of this session, participants will be able to:

- Explain the key components of AI/ML governance frameworks used in regulated industries.
- Identify major AI/ML risks and the corresponding risk management practices across the AI lifecycle.
- Describe how regulatory requirements influence the development, deployment, and monitoring of AI/ML systems.
- Apply practical considerations for implementing compliant, transparent, and trustworthy AI/ML solutions within regulated environments.

Alina Codreanu

MBA, PGD (Oxford)

Fintech Strategy & Business Growth Leader

Platform Ecosystems | Strategic Partnerships | Commercialization | B2B Growth | Financial Services



Topic: “From Process Efficiency to Digital Trust: How Fintech Is Reshaping Operational Excellence”

In her presentation, *From Process Efficiency to Digital Trust: How Fintech Is Reshaping Operational Excellence*, Alina Codreanu will briefly explore how fintech and blockchain innovations are reshaping operational excellence beyond traditional efficiency models. Drawing on experience across fintech, digital platforms, and regulated markets, including advisory work supporting strategic partnerships and commercialization initiatives, she brings a perspective that aligns strongly with the conference theme: leveraging technology not merely as a tool for change, but as a catalyst for operational excellence, innovation, transparency, and long-term organizational success.

Learning Outcomes:

By the end of this session, participants will be able to:

- Explain how the concept of operational excellence is evolving from a focus on process efficiency to one centered on trusted, high-quality information.
- Describe the role of fintech and distributed ledger technologies in improving transparency, verification, and trust within operational systems.
- Analyze how digital technologies can transform operational data into decision-ready information that supports more effective decision-making.
- Evaluate the impact of fintech innovations on operational excellence in financial services and other regulated industries.
- Identify the leadership capabilities and digital competencies required to integrate quality management principles with emerging technologies.
- Assess how trusted data and transparent digital systems contribute to improved operational performance, organizational resilience, and long-term business success.

Afshin Yousefi

CSSBB, CQE | PMP, PBA, RMP | PSM I, EBCL*A & B | DBA & MBA

VP of Strategy & Operational Excellence, Mechanical Engineer

ISO 9001 & 13485 QMS Expert | Continuous Improvement | Quality Leadership



Topic: “Leading Change in the Digital Age: The Knoster Model Meets Digital DMAIC”

Digital transformation doesn't fail on technology — it fails on people. In this session, Afshin Yousefi draws on the Knoster model for managing complex change—vision, skills, incentives, resources, and an action plan—to show what happens when any one of these pieces is missing and how quality leaders can spot and close the gap before it derails a transformation effort. He then connects this change framework to a modernized "Digital DMAIC," reworking Six Sigma's Define-Measure-Analyze-Improve-Control cycle for real-time, AI-assisted data environments. Drawing on his experience leading Medical Device Reprocessing operations at SteriPro Canada, Afshin offers a practical, field-tested playbook for leading both the human and technical sides of digital change.

Learning Outcomes

By the end of this session, participants will be able to:

1. Explain the five elements of the Knoster Model (vision, skills, incentives, resources, and action plan) and identify how deficiencies in each element can undermine digital transformation initiatives.
2. Recognize common organizational barriers to digital change and apply the Knoster Model to diagnose and address the human factors that influence successful transformation.
3. Describe the evolution of traditional DMAIC into a Digital DMAIC framework and explain how AI, real-time data, and digital technologies enhance each phase of continuous improvement.
4. Apply the combined Knoster Model and Digital DMAIC framework to develop practical strategies for leading digital transformation projects that balance technical implementation with effective change management.
5. Evaluate real-world digital transformation scenarios using lessons learned from healthcare and Medical Device Reprocessing operations to identify risks, opportunities, and best practices for sustainable improvement.
6. Develop an actionable roadmap for leading digital change within their own organization by integrating change leadership principles with data-driven quality improvement methods.

Kallol Barua

P.Eng. (ON & BC) | Ing. (QC) | PMP® | M.S. in Structural Engineering

Engineering Manager, AI & Computer Vision



Topic: “The Future of Quality Inspection with AI-Powered Vision Systems”

As manufacturers accelerate digital transformation, one of the greatest opportunities lies in modernizing quality inspection. Manual visual inspection remains one of the least digitized processes on the factory floor, limiting consistency, traceability, and the ability to scale operations.

This session explores the role of AI powered vision systems in modern manufacturing and how vision is transforming quality inspection into an intelligent, data driven process. Drawing on real world deployments of spatial vision intelligence across industrial environments, attendees will learn how AI powered vision systems detect defects in real time, improve inspection consistency, and generate actionable production data that supports better operational decisions.

The presentation will highlight implementation challenges, lessons learned, and measurable business outcomes from deploying AI vision systems in production environments. Attendees will leave with a practical understanding of how to adopt intelligent vision systems and identify the opportunities that deliver the greatest return on investment.

Learning Outcomes

By the end of this session, participants will be able to:

- Understand the role of AI-powered vision systems in modern quality inspection and manufacturing.
- Learn how machine vision enables real-time defect detection and improves inspection consistency.
- Explore practical manufacturing use cases and lessons learned from real-world implementations.
- Identify the key steps and best practices for successfully deploying vision systems in production.

Salima Jaffer

Prosci| B.M.S

Change Management Consultant, SMJ Management Consulting Inc.

Change Management| Organizational Transformation



Topic: “Change Management in Digital Transformation ”

Digital transformation is reshaping how quality teams work — but new technology alone rarely delivers lasting results. This session explores why change management is the missing link between innovation and excellence, using a real-world example of AI-powered quality inspection to show how embedding quality checkpoints into every stage of change — rather than treating them as a final checkpoint — builds trust, adoption, and lasting results. Attendees will leave with a practical framework and concrete takeaways they can apply immediately.

Learning Outcomes

By the end of this session, attendees will be able to:

- Identify why digital and AI-driven transformation initiatives most often fail on the human side, not the technical side
- Apply a structured change management framework (ADKAR) to quality and automation rollouts
- Differentiate between “bolted-on” and “embedded” quality checkpoints, and map quality checkpoints to each stage of a change initiative
- Walk away with three practical actions to strengthen change readiness in their own organization

Tony Bruneau-Bouchard, MBA

Global Account Manager | Entrepreneur | Leadership & Board Member

Data-Driven AI, Process, Compliance & Quality



Topic: “From Documents to Decisions: AI-Powered Digital Twins for Quality, Compliance & Operational Excellence”

Organizations have invested millions in disconnected systems for quality, risk, audits, compliance, process management, architecture, training, and document control—yet still struggle with rising costs, regulatory complexity, and reactive operations. Join Interfacing, recently recognized by Gartner as a Leader in the inaugural Magic Quadrant™ for Digital Twin of an Organization (DTO) Platforms, to discover how AI fundamentally changes enterprise operations when it is built on a governed Digital Twin rather than isolated data silos.

Unlike AI copilots that answer isolated questions, you'll see how agentic AI reasons across your organization's processes, systems, documents, risks, controls and operational data to continuously improve how your business operates. Whether you're leading Quality, Compliance, Risk, Operational Excellence, Audit or Digital Transformation, this session demonstrates how organizations can dramatically reduce the cost and complexity of managing compliance while accelerating automation, improving decision-making and transforming quality into a strategic competitive advantage.

Learning Outcomes

- Understand how a governed Digital Twin of an Organization connects processes, documents, risks, controls, roles, systems and operational data into a single operating model.
- Identify how AI-assisted analysis can uncover bottlenecks, compliance gaps, process risks and downstream impacts before changes are implemented.
- See how process mining, simulation and impact analysis can support better quality, compliance and operational decisions.
- Learn how organizations can move from reactive compliance and isolated AI tools toward continuous, traceable and governed improvement.
- Recognize practical opportunities to automate processes and quality workflows while maintaining human oversight, accountability and auditability.