



# The Verdict Is In: What Enterprise Leaders Really Thought of BTWS 2026

Every year, transformation leaders gather at BTWS to challenge assumptions, sharpen strategy, and connect with the peers shaping the future of enterprise change – but don't just take our word for it.

**This infographic captures the unfiltered reactions, insights, and reflections from the leaders who were in the room:** Chief Transformation Officers, AI pioneers, operational excellence heads, and change leaders navigating complexity at scale.

See why the transformation community continues to choose BTWS – and why you'll want to be part of what comes next.

"The event this year has just been amazing for me professionally and for fun as well. We've had a lot of fun this year."

"What I've got out of it this year is that I came looking for AI solutions, to see what other companies are doing, how they're using AI, and what the future might be for AI. It's been good to connect with all these different people here to learn more about what they're doing."

**Laura Barnard**  
Co-Founder  
Global Transformation  
Group

"We loved the workshop – it was packed, and people stayed after it was over because we were having so much fun. We believe in being hands-on and giving people practical tools to take away and do something with – a real workshop was really valuable."

"The people that are here, whether the software vendors and the other vendors that are here that might do something similar to what we do, we see that as an opportunity for partnership, not competition."

"I've been doing this event for 3-4 years now, and it's been great for us. I couldn't recommend BTWS enough. We always win at least 2 or 3 customers every time we attend the event, so it is something we sign up for year after year in a heartbeat."

"The attendees are great. The event is the right size, where it's big enough to have a wide variety of a lot of interesting people, great attendance, and good conversation and networking, but it's not so big that you kind of get lost in the shuffle – so it's the perfect size."

**Tuhin Chakraborty**  
CEO & Co-Founder,  
Mimica

**Christopher Paquette**  
Chief Digital Transformation  
Officer, Personify Health

"This is my third BTWS, and it's a priority for me so much that I booked my flight 1 year in advance and I'm already planning on booking my flight for next year. It's important to meet people, and it's important to learn things that are new in the industry. I've done this for so long, but every year there's something new, and if I don't come to BTWS, I won't learn about those new things."

"Even if you're not a full change management expert or you don't have a lot of AI and technology experience, you should still come and get exposure to what's going on. It's a really great framework, but also a way to be inspired. You can then take your learnings back to your company to lead those transformational changes."

"This is an absolute must event. It's the only event that I must come to every year, and it's the only one that I promised come to every year. I think it's because I learn the most from it and it's the broadest audience with the most topics – it's one event with the biggest bang for your buck."

**Scott Vejdani**  
Sr. Principal, Organizational  
Transformation, Epsilon

**Eran Nevo**  
Senior Director Data and AI,  
Teva Pharmaceutical

"I think this conference is unique as it has several tracks, and all tracks are actually connected with AI and automation transformation. It's a huge opportunity to meet people from different roles and people who have different perspectives on transformation. This creates amazing connections, and of course, this helps to accelerate the transformation."

"Post-event, I think there will be a lot of follow-ups to do. I think sharing different perspectives, challenges, and successes can help to accelerate transformation. This was a big, big part and having everyone in the same room means you can have longer conversations."

"This is my third year here, and I'm so excited to be here because not only do I get to see people from other industries (which I don't get to when I go to other conferences), but I also get to see friends that I've made over the years. We can check in with each other and see where we were on the transformations from last year, what's new, and then compare notes, which I think is really valuable."

"Sponsoring BTWS allows us to kind of stay abreast of the latest stories, the use cases, and the approaches. We sometimes get stuck in our silos, and unless we're engaging and being proactive in discussion at key events like BTWS, we don't want to miss the mark."

**Morgan Conque**  
Vice President, GTM Strategy,  
Ashling Partners

**Crystal Broj**  
Chief Digital Transformation Officer,  
Medical University of South Carolina

"The networking opportunities at this event are unique. You have a fantastically curated audience that allows us to really get at the nitty-gritty of these challenges faster. The audience understands what transformation means to an organization, and they're thinking at the same level. So you're able to cut through the noise and get really tactical in your discussion."

"It's a great conference, and it's a great place to get to meet like-minded fellow professionals, understand what other companies in the industry are doing, learn what some best practices are, and what are the leading ways to drive transformation. Attending makes me feel like I am not alone in some of the battles that I tackle every day."

"I had a really great time last year – it was a really good opportunity to connect with all different peers within my industry and learn what everyone's doing. We're all facing a lot of similar challenges and to learn how people are navigating those and what we can learn from each other is important."

**Becky McDonough**  
Doctor of Business Administration,  
Mastercard

"Every single day, we've had different conversations and heard unique stories. That helps us make sure that we're matching up our capabilities with what it is that participants are looking for."

"The biggest thing at BTWS is being able to talk to all participants and really hear what they're leveraging technology for, what their objectives are, and what their goals are to make sure our capabilities are matching up with their objectives. Having one-on-one conversations is really what it's all about for us. We're definitely meeting the right kinds of people – they are the individuals that we would want to speak with are definitely here at this event."

"I really think it's exciting to network, so that's a key takeaway from me in these events: learning from others. What I love about this type of event is the cross-industry opportunity to learn from others and take little pieces from different areas and then apply them to our own setting."

"Connecting with the right kind of people, like-minded people, with the right types of skill sets and experiences and having that to lean into and also learn from has been critical."

"It's amazing to hear from all the experts from C-Suite to people who have their feet on the ground, who can bring in experience that you can continue to learn from. You meet all of the vendors, and I learnt what I didn't even know was out there. If you're on the fence, I highly recommend BTWS – take the leap, make the trip, and come to the next event. You'll take away so much more than you ever expected."

**Ashley Peal**  
Associate Director,  
Bristol Myers Squibb

"There are three things that draw me to this event every year. The first thing is the community that it brings together. I really believe that transformation, at executive, can be quite isolating at the senior levels, too. To have senior executives, change practitioners, AI experts, and operational excellence professionals all come together, share insights and learnings is incredibly powerful."

**Kartick Kalaimani**  
Vice President, Dentsu

"Thirdly, I have immense appreciation for the fantastic team behind this event. Everyone deserves real kudos for running the bar consistently year on year and for creating an environment where high-quality transformation discussions can thrive. I'm really pleased to be here at this event, and I'm truly confident that it's going to be a highly impactful and successful event."

"Secondly, I truly believe that this event recognizes that the future of transformation is very fragmented. This is one of the very few platforms where you can have a discussion across multiple topics holistically in a very practical way."

"I always look forward to this event. I've been attending for quite a few years in a row, and there's always something new and exciting to learn, and there are always interesting speakers. Learning more about AI and how it's impacting our businesses in all industries, and really just connecting with like-minded people – that has been top of mind because sometimes in our organizations we don't all speak the same language."

"It's an annual event, and it's worth the wait because you have like the most spectacular 300+ leaders here, who share the insights from across the globe. It's not just about the US. It's not just about EMEA. It's not about APAC. You have all the different learnings coming from global leaders at this conference."

**Justin Webb**  
Vice President Operations, 24  
Hour Home Care

"We came across the Business Transformation World Summit back in August and realized that the more people we can bring to attend, the more we can be exposed to the opportunities of learning and also to networking with those who have done it.

The event has been excellent. It's also great to network with others who have done it and kind of go through the same struggles. I think what I personally found the most interesting, as we're on our own AI journey, is finding that others are doing the same and actually find that others actually haven't quite found that measurable ROI. I think that's actually very interesting and comforting to know that we're all in the same stage of learning, and it's okay to be in that learning stage."

**Iván Céspedes**  
Continuous Improvement  
Expert, Roche

"We have about 6 people on the team now. I certainly see opportunities to grow as we continue to deliver value and expand. We're always trying to make sure we stay relevant in the industry and continue to bring more team members to the event next year. I actually would say that one of my biggest regrets is that I didn't bring my entire team here! So I think that's one thing that I would have personally liked to improve upon."



**The message from this year's leaders is clear: transformation is no longer optional, incremental, or theoretical. It is continuous, enterprise-wide, and deeply human.**

BTWS isn't just another date in the calendar; it's where strategy turns into action, where peers pressure-test ideas in real time, and where transformation leaders gain the clarity and confidence to move faster. The conversations you see reflected in these testimonials didn't happen by accident. They happened because the right people were in the room – senior decision-makers willing to share what's working, what's not, and what's next.

Though **Business Transformation World Summit 2026** has wrapped, the momentum doesn't stop here. The conversations sparked in Miami will continue throughout the year – and we're already gearing up to bring an even more energizing, future-focused agenda to the 2027 edition.

## VIEW 2026 EVENT GUIDE