BETTER SOFTWARE CONFERENCE EAST

Smarter SOFTWARE Development

NOVEMBER 8–13, 2015
ORLANDO, FLORIDA
HILTON ORLANDO LAKE BUENA VISTA
#BetterSoftwareCon

Sunday, November 8

Registration Desk Hours - 7:30am–10:00am
7:30 AM - 10:00 AM

Continental Breakfast - 7:30am–8:30am
7:30 AM - 8:30 AM

Certified ScrumMaster Training (2 days)
Sanjiv Augustine, LitheSpeed
8:30 AM - 5:00 PM

Product Owner Certification (2 days)
Arlen Bankston, LitheSpeed
8:30 AM - 5:00 PM

Leading SAFe–SAFe Agilist Certification Training (2 days)
Bob Payne, LitheSpeed
8:30 AM - 5:00 PM

Software Tester Certification—Foundation Level (3 days)
Dawn Haynes, PerfTestPlus, Inc.
8:30 AM - 5:00 PM

Fundamentals of Agile Certification—ICAgile (2 days)
Jeff Pierce
8:30 AM - 5:00 PM

Lunch - 12:00pm–1:00pm
12:00 PM - 1:00 PM

Multi-day Training Classes Continue - 1:00pm–5:00pm
1:00 PM - 5:00 PM

Registration Desk Hours - 4:00pm–6:00pm
4:00 PM - 6:00 PM

Monday, November 9

Registration Desk Hours - 7:00am–4:30pm
7:00 AM - 4:30 PM

Continental Breakfast - 7:30am–8:30am
7:30 AM - 8:30 AM

Multi-day Training Classes Continue - 8:30am–5:00pm
8:30 AM - 5:00 PM

Tutorials MC: Boot Camp for Agile Leaders: Understanding Your Leadership Style NEW
Jennifer Bonine, tap|QA, Inc.
8:30 AM - 12:00 PM

Tutorials MA: Practical Agile Measurement: Benchmarking to Chart Project Trends NEW
Michael Mah, QSM Associates, Inc.
8:30 AM - 5:00 PM

Tutorials MB: Configuration Management: Robust Processes for Fast Delivery
Bob Aiello, CM Best Practices Consulting
8:30 AM - 4:30 PM

Tutorials MD: Eight Steps to Kanban
Ken Pugh, Net Objectives
8:30 AM - 12:00 PM

Tutorials ME: A Product Ownership Practicum for ScrumMasters and Product Owners NEW
Bob Galen, Velocity Partners
8:30 AM - 12:00 PM

Tutorials MG: Agile Estimation and Planning: Scrum, Kanban, and Beyond
David Hussman, DevJam
8:30 AM - 12:00 PM

Tutorials MH: Measurement and Metrics for Test Managers
Michael Sowers, TechWell Corp.
8:30 AM - 12:00 PM

Lunch - 12:00pm–1:00pm
12:00 PM - 1:00 PM

Monday PM Tutorials - 1:00m–4:30pm
1:00 PM - 4:30 PM

Tutorials MM: Innovation Thinking: Evolve and Expand Your Capabilities
Jennifer Bonine, tap|QA, Inc.
1:00 PM - 4:30 PM

Tutorials MJ: Principles and Practices of Lean Software Development
Ken Pugh, Net Objectives
1:00 PM - 4:30 PM

Tutorials MK: Wearables: Navigating the Perfect Storm of Sensors, Big Data, Privacy, and Security
Philip Lew, XBOSoft
1:00 PM - 4:30 PM

Tutorials ML: Test Attacks to Break Mobile, IoT, and Embedded Software NEW
Jon Hagar, Independent Consultant
1:00 PM - 4:30 PM

Tutorials MN: <u>Planning, Architecting, and Implementing Test Automation within the Lifecycle</u>

Michael Sowers, TechWell Corp.
1:00 PM - 4:30 PM

Tutorials MI: <u>Building Cross Platform and Mobile Apps with XAML</u> NEW

Mike Benkovich, Imagine Technologies, Inc.
1:00 PM - 4:30 PM

Tuesday, November 10

<u>Registration Desk Hours - 7:30am–5:00pm</u>
7:30 AM - 5:00 PM

<u>Continental Breakfast - 7:30am–8:30am</u>
7:30 AM - 8:30 AM

<u>Multi-day Training Classes Continue - 8:30am–5:00pm</u>
8:30 AM - 5:00 PM

Tutorials TF: <u>Build Your Continuous Deployment Pipeline</u> NEW

Jennifer Bonine, tap|QA, Inc.
8:30 AM - 12:00 PM

Tutorials TD: <u>The GROWS™ Method: A Modern Software Development Suite</u> NEW

Andy Hunt, Pragmatic Bookshelf
Jared Richardson, Agile Artisans
8:30 AM - 12:00 PM

Tutorials TG: <u>Telling Your Testing Stories</u>

Bob Galen, Velocity Partners
8:30 AM - 12:00 PM

Tutorials TA: <u>Continuous Delivery: Rapid and Reliable Releases with DevOps</u>

Bob Aiello, CM Best Practices Consulting
8:30 AM - 5:00 PM

Tutorials TB: <u>Requirements Engineering: A Hands-On Practicum</u> SOLD OUT NEW

Erik van Veenendaal, Improve IT Services BV
8:30 AM - 4:30 PM

Tutorials TC: <u>Scaling, Spreading, and Succeeding: When to Do What and Why</u>

David Hussman, DevJam
8:30 AM - 12:00 PM

Tutorials TE: <u>Agile Project Failures: Root Causes and Corrective Actions</u> SOLD OUT

Jeffery Payne, Coveros, Inc.
8:30 AM - 12:00 PM

Tutorials TH: <u>Test Estimation in Practice</u>

Rob Sabourin, AmiBug.com
8:30 AM - 12:00 PM

<u>Lunch - 12:00pm–1:00pm</u>
12:00 PM - 1:00 PM

Tuesday PM Tutorials - 1:00m–4:30pm

1:00 PM - 4:30 PM

Tutorials TI: Coaching and Leading Agility: Tuning Agile Practices

David Hussman, DevJam
1:00 PM - 4:30 PM

Tutorials TJ: Quality Assurance: Moving Your Organization Beyond Testing NEW

Jeffery Payne, Coveros, Inc.
1:00 PM - 4:30 PM

Tutorials TK: Mobile App Usability and UX for Developers and Testers

Philip Lew, XBOSoft
1:00 PM - 4:30 PM

Tutorials TL: Acceptance Test-Driven Development: Principles and Practices NEW

Ken Pugh, Net Objectives
1:00 PM - 4:30 PM

Tutorials TN: Advanced Test Automation in Agile Development

Rob Sabourin, AmiBug.com
1:00 PM - 4:30 PM

Tutorials TM: Essential Patterns of Mature Agile Leaders SOLD OUT

Bob Galen, Velocity Partners
1:00 PM - 4:30 PM

Welcome Reception - 4:30pm–5:30pm

4:30 PM - 5:30 PM

Wednesday, November 11

Registration Desk Hours - 7:00am–5:00pm

7:00 AM - 5:00 PM

Continental Breakfast - 7:30am–8:30am

7:30 AM - 8:30 AM

Keynotes K1: The Care and Feeding of Feedback Cycles

Elisabeth Hendrickson, Pivotal
8:30 AM - 9:45 AM

Keynotes K2: Continuous EVERYTHING: How Agile Is Changing Our World Forever

Jeffery Payne, Coveros, Inc.
10:00 AM - 11:00 AM

Networking Break - 11:00am–11:30am

11:00 AM - 11:30 AM

Concurrent Sessions BW2: Real-Time Contextual and Social Media Relevance in Mobile

Jason Arbon, appdiff.com
11:30 AM - 12:30 PM

Industry Technical Presentations ITP1: IT Governance at DevOps Speed: Time to Shift Gears from Projects to Products

John Jeremiah, Hewlett-Packard Enterprise
11:30 AM - 12:30 PM

Concurrent Sessions BW1: Passion: What Software Teams and Executives Can Learn from Eco-Pirates

Michael Mah, QSM Associates, Inc.
11:30 AM - 12:30 PM

Concurrent Sessions BW3: Building and Testing Security-Critical Software Using Agile

Jeffery Payne, Coveros, Inc.
11:30 AM - 12:30 PM

Lunch in the Expo- 12:30pm–1:30pm
12:30 PM - 1:30 PM

Concurrent Sessions BW6: Privacy, Security, and Trust in the Mobile Age

Philip Lew, XBOSoft
1:30 PM - 2:30 PM

Industry Technical Presentations ITP2: Automating Non-functional Requirements for an Agile World
1:30 PM - 2:30 PM

Concurrent Sessions BW5: Designing Apps for Emotional Engagement

Jaimee Newberry, SWINGSET, Inc.
1:30 PM - 2:30 PM

Concurrent Sessions BW4: Leadership Strategy: Influence and Transformation

George Schlitz, Objective Change
1:30 PM - 2:30 PM

Industry Technical Presentations ITP3: Learning From Agile Challenges

Russ Wetmore, Mindtree
2:45 PM - 3:45 PM

Concurrent Sessions BW7: Visualization to Improve Value Delivery

Michael Harris, David Consulting Group
2:45 PM - 3:45 PM

Concurrent Sessions BW8: Observation: The Key to a Great User Experience

Geri Winters, Wyyzzk, Inc.
2:45 PM - 3:45 PM

Concurrent Sessions BW9: Testing Is the Profession I Chose
Jyothi Rangaiah
2:45 PM - 3:45 PM

Networking Break - 3:45pm–4:15pm
3:45 PM - 4:15 PM

Concurrent Sessions BW11: Engineering the Cloud: How We Build Cloud Foundry at Pivotal

Elisabeth Hendrickson, Pivotal
4:15 PM - 5:15 PM

Concurrent Sessions BW10: Lean Entrepreneurship for Software Professionals

Thomas Vaniotis, Liquidnet
4:15 PM - 5:15 PM

Concurrent Sessions BW12: Exploratory Testing: Make It Part of Your Test Strategy
Kevin Dunne, QA Symphony
4:15 PM - 5:15 PM

Expo Reception - 5:30pm–6:30pm
5:30 PM - 6:30 PM

Thursday, November 12

Continental Breakfast - 7:30am–8:30am
7:30 AM - 8:30 AM

Registration Desk Hours - 8:00am–5:30pm
8:00 AM - 5:00 PM

Keynotes K3: Introducing the GROWS™ Method for Software Development
Andy Hunt, Pragmatic Bookshelf
8:30 AM - 9:45 AM

Concurrent Sessions BT2: Eight Miles High: Build Cloud-native and Cloud-aware Systems
Chris Haddad, Karux
10:00 AM - 11:00 AM

Industry Technical Presentations ITP4: Continuous Deployment of Application Workloads in the Cloud with IBM UrbanCode Deploy
Chad Holliday, IBM
10:00 AM - 11:00 AM

Concurrent Sessions BT1: Impersonal Leadership Is Dead: Be Courageous and Connect
Christopher Logan, RoZetta Technology
10:00 AM - 11:00 AM

Concurrent Sessions BT3: Test Data Management: A Healthcare Industry Case Study
Jatinder Singh, Harvard Pilgrim Health Care
Shaheer Mohammed, Harvard Pilgrim Health Care
10:00 AM - 11:00 AM

Networking Break - 11:00am–11:30am
11:00 AM - 11:30 AM

Industry Technical Presentations ITP5: Where's Test in DevOps?
Nikhil Kaul, SmartBear Software
11:30 AM - 12:30 PM

Concurrent Sessions BT4: The Show Must Go On: Leadership Lessons from the Theater
John Krewson, MasterCard Worldwide
11:30 AM - 12:30 PM

Concurrent Sessions BT5: Performance Testing Cloud-Based Systems
Edwin Chan, Deloitte Inc.
11:30 AM - 12:30 PM

Concurrent Sessions BT6: Detection Theory Applied to Finding and Fixing Defects

Ru Cindrea, Altom Consulting
11:30 AM - 12:30 PM

Lunch in the Expo- 12:30pm–1:30pm
12:30 PM - 1:30 PM

Industry Technical Presentations ITP6: Mobile App Testing: Faster and Better with the Cloud
Jamie Moore, Mobile Labs Inc.
1:30 PM - 2:30 PM

Concurrent Sessions BT8: Soft Skills You Need Are Not Always Taught in Class
Jon Hagar, Independent Consultant
1:30 PM - 2:30 PM

Concurrent Sessions BT9: Fostering Long-Term Test Automation Success
Carl Nagle, SAS Institute, Inc.
1:30 PM - 2:30 PM

Concurrent Sessions BT7: Requirements Are Simply Requirements—or Maybe Not
Robin Goldsmith, Go Pro Management, Inc.
1:30 PM - 2:30 PM

Networking Break - 2:30pm–3:00pm
2:30 PM - 3:00 PM

Concurrent Sessions BT10: Use Design Thinking to Deliver Innovative Products and Services
Garren DiPasquale, Aduro
3:00 PM - 4:00 PM

Concurrent Sessions BT11: You Don't Have All the Answers: So Stop Giving Advice and Start Asking Questions
Judith Mills, Judith Mills LLC
3:00 PM - 4:00 PM

Concurrent Sessions BT12: Agile Automation Strategies and Frameworks
Max Saperstone, Coveros
3:00 PM - 4:00 PM

Keynotes K4: Scaling Agile: A Guide for the Perplexed
Sanjiv Augustine, LitheSpeed
4:15 PM - 5:15 PM

Agile Leadership Summit Kick-Off Reception - 5:30pm–7:30pm
5:30 PM - 7:30 PM

Friday, November 13

Registration Desk Hours - 7:30am–3:30pm
7:30 AM - 3:30 PM

Agile Leadership Summit - 8:30am–3:30pm
8:30 AM - 3:30 PM

Source URL: http://bsceast.techwell.com/schedule/list