# Better Software EAST

## A TECHWELL EVENT

## Conference Schedule

### Sunday, November 13

Continental Breakfast—7:30am–8:30am
7:30 am to 8:30 am

Registration Desk Hours—7:30am–10:00am
7:30 am to 10:00 am

Product Owner Certification (2-Day)
Sanjiv Augustine
8:30 am to 5:00 pm

Leading SAFe–SAFe Agilist Certification Training (2-Day)
Roland Cuellar
8:30 am to 5:00 pm

Integrating Test with a DevOps Approach (2–Day)
Bryan Batty
8:30 am to 5:00 pm

Software Tester Certification—Foundation Level (3–Day)
Dawn Haynes
8:30 am to 5:00 pm

Agile Tester Certification (2–Day)
Rob Sabourin
8:30 am to 5:00 pm

Certified ScrumMaster Training (2-Day)
Bob Payne

8:30 am to 5:00 pm

Lunch
12:00 pm to 1:00 pm

Training Classes Continue—1:00pm–5:00pm
1:00 pm to 5:00 pm

Registration Desk Hours—4:00pm–6:00pm
4:00 pm to 6:00 pm

## Monday, November 14

Registration Desk Hours—7:00am–4:30pm
7:00 am to 4:30 pm

Continental Breakfast—7:30am–8:30am
7:30 am to 8:30 am

Tutorial MA Configuration Management: Robust Practices for Fast Delivery
6.50
Bob Aiello
8:30 am to 4:30 pm

Tutorial MB Great Product Design with User Story Mapping NEW
6.50
Jeff Patton
8:30 am to 4:30 pm

Tutorial MC Creating a Continuous Delivery Pipeline: A Hands-On Workshop
NEW
3.25
Ken Mugrage
8:30 am to 12:00 pm

Tutorial MD Fostering Sustained Agility NEW
3.25
Tricia Broderick
8:30 am to 12:00 pm

Tutorial ME IoT Testing Workshop NEW

1.00
Jennifer Bonine
8:30 am to 12:00 pm

**Tutorial MF** Principles and Practices of Lean Software Development
3.25
Ken Pugh
8:30 am to 12:00 pm

Lunch
12:00 pm to 1:00 pm

Tutorials Continue (1:00pm–4:30pm)
1:00 pm to 4:30 pm

**Tutorial MG** Docker Fundamentals Jumpstart   NEW
Aater Suleman
1:00 pm to 4:30 pm

**Tutorial MH** Planning to Learn and Learning from Delivery: Scrum, Kanban and Beyond
3.25
David Hussman
1:00 pm to 4:30 pm

**Tutorial MI** Acceptance Test-Driven Development
3.25
Ken Pugh
1:00 pm to 4:30 pm

**Tutorial MJ** Help Retain Knowledge: Increase Engagement to Achieve Learning
NEW
3.25
Tricia Broderick
1:00 pm to 4:30 pm

Registration Desk Hours—Closes at 4:30pm
4:30 pm

Tuesday, November 15

Continental Breakfast—7:30am–8:30am

7:30 am to 8:30 am

Registration Desk Hours—7:30am–5:00pm

7:30 am to 5:00 pm

Multi-Day Training Classes Continue—8:30am–5:00pm

8:30 am to 5:00 pm

Tutorial TA Continuous Delivery: Rapid and Reliable Releases with DevOps

6.50

Bob Aiello

8:30 am to 4:30 pm

Tutorial TB Essential Patterns of Mature Agile Leaders

3.25

Bob Galen

8:30 am to 12:00 pm

Tutorial TC What DevOps Means for Testers  NEW

3.25

Jeffery Payne

8:30 am to 12:00 pm

Tutorial TD How to Make Better Choices for You, Your Team, and Your Projects  NEW

3.25

Andy Kaufman

8:30 am to 12:00 pm

Tutorial TE Writing Agile User Story and Acceptance Test Requirements  NEW

3.25

Robin Goldsmith

8:30 am to 12:00 pm

Tutorial TF Measurement and Metrics for Test Managers

3.25

Mike Sowers

8:30 am to 12:00 pm

Tutorial TG Thinking Inside the Box – Root Cause Analysis with The Six Boxes

3.25

James Waletzky

8:30 am to 12:00 pm

## Tutorial TH The Tester's (New) Role in Agile Development

3.25

Rob Sabourin

8:30 am to 12:00 pm

## Lunch

12:00 pm to 1:00 pm

## Tutorials Continue (1:00pm–4:30pm)

1:00 pm to 4:30 pm

## Tutorial TI How to Improve the Mobile User Experience (UX)

3.25

Philip Lew

1:00 pm to 4:30 pm

## Tutorial TJ Agile Project Failures: Root Causes and Corrective Actions

3.25

Jeffery Payne

1:00 pm to 4:30 pm

## Tutorial TK Scrum: Answering the Tough Questions

3.25

Ryan Ripley

1:00 pm to 4:30 pm

## Tutorial TL Advanced Test Automation in Agile Development

3.25

Rob Sabourin

1:00 pm to 4:30 pm

## Tutorial TM Producing Products and Coaching Agility: Make Agile Practices Matter

3.25

David Hussman

1:00 pm to 4:30 pm

Tutorial TN Plan, Architect, and Implement Test Automation within the Lifecycle
3.25
Mike Sowers
1:00 pm to 4:30 pm

Tutorial TO Lean/Agile Metrics for the Rest of Us  NEW
3.25
Larry Maccherone
1:00 pm to 4:30 pm

Welcome Reception—4:30pm–5:30pm
4:30 pm to 5:30 pm

## Wednesday, November 16

Continental Breakfast—7:30am–8:30am
7:30 am to 8:30 am

Registration Desk Hours—7:30am–5:00pm
7:30 am to 5:00 pm

Keynote K1 Lead Teams that Deliver the Goods
1.00
Andy Kaufman, Institute for Leadership Excellence and Development, Inc.
8:30 am to 9:30 am

Keynote K2 Building Product Development Communities: From Startups to the Enterprise
1.00
David Hussman, DevJam
10:00 am to 11:00 am

Networking Break in the Expo—11:00am–11:30am
11:00 am to 11:30 am

Concurrent Sessions—11:30am–12:30pm
11:30 am to 12:30 pm

Concurrent Session AW1 The Business of Agile: Better, Faster, Cheaper

1.00

Ryan Ripley, Independent Consultant

11:30 am to 12:30 pm

**Concurrent Session AW2 Agile Measurement Within and Across Teams**

1.00

Scott Aucoin, Intuit

11:30 am to 12:30 pm

**Concurrent Session AW3 User-Centered Design Using Personas**

1.00

Fadi Khoury, Ford Motor Company

11:30 am to 12:30 pm

**Concurrent Session BW1 Managing Technical People and Teams: You Can Do It Well**

1.00

AshLea Allberry, Nanonation, Inc.

11:30 am to 12:30 pm

**Concurrent Session BW2 In Their Shoes: Understanding Your Mobile Users' Point of View**

1.00

Steve Moses, Applause

11:30 am to 12:30 pm

**Concurrent Session BW3 A New Approach to Software Safety, Risk, and Vulnerability Analysis**

1.00

Gregory Pope, Lawrence Livermore National Labs, Vicki Pope, Lawrence Livermore National Laborator

11:30 am to 12:30 pm

**Concurrent Session DW1 From Ops to DevOps—and Beyond**

1.00

Adam Serediuk, xMatters, Inc.

11:30 am

**Concurrent Session DW2 Fear and Loathing in Systems Administration**

1.00

Harold "Waldo" Grunenwald, Independent Consultant
11:30 am

Industry Technical Presentation ITP1 Secure Code at the Speed of DevOps
Vinod Vasudevan, Paladion Networks
11:30 am to 12:30 pm

Lunch in the Expo—Meet the Speakers
12:30 pm to 1:30 pm

Concurrent Sessions—1:30pm–2:30pm
1:30 pm to 2:30 pm

Concurrent Session AW4 Unconventional Agility: Beyond Dogma
1.00
Brandon Carlson, Lean TECHniques, Inc.
1:30 pm to 2:30 pm

Concurrent Session AW5 Five XP Practices for Agile Development
1.00
David Bernstein, To Be Agile
1:30 pm to 2:30 pm

Concurrent Session AW6 Agile Requirements—From Breadth to Depth
1.00
Ken Pugh, Net Objectives
1:30 pm to 2:30 pm

Concurrent Session BW4 Enable Your Workers … You'll Be Amazed What They Can Do
0.50
Bob Jarvis, Quality Enablement, LLC
1:30 pm to 2:30 pm

Concurrent Session BW5 Tools and Techniques for Testing Mobile Apps
1.00
Tom Chavez, Independent Consultant
1:30 pm to 2:30 pm

Concurrent Session BW6 SEBTE: Simple Effective Experience-Based Test Estimation

1.00

Rob Sabourin, amibug.com

1:30 pm to 2:30 pm

**Concurrent Session DW3 DevOps Is More than Dev and Ops: It's about Tearing Down Walls**

1.00

Lee Eason, Ipreo

1:30 pm to 2:30 pm

**Concurrent Session DW4 Make Your Continuous Deployment Pipeline as Fast as Possible**

1.00

Abraham Marin-Perez, Equal Experts

1:30 pm to 2:30 pm

**Industry Technical Presentation ITP2 The Data Gap: The (Next) Final Frontier of DevOps**

Adam Bowen, Delphix

1:30 pm to 2:30 pm

## Concurrent Sessions—2:45pm–3:45pm

2:45 pm to 3:45 pm

**Concurrent Session AW7 Introduction to the Scaled Agile Framework (SAFe)**

1.00

Anthony Crain, Blue Agility, LLC

2:45 pm to 3:45 pm

**Concurrent Session AW8 Develop Your Agile Planning Playbook**

1.00

Satish Thatte, Independent Consultant

2:45 pm to 3:45 pm

**Concurrent Session AW9 Agile Snafus: When Good Teams Go Bad**

1.00

James Waletzky, Crosslake

2:45 pm to 3:45 pm

**Concurrent Session BW7 Evangelize for Your Project, Team, or Cause—No Matter**

## What Role You Play
1.00
Jonathan Silva, Axosoft
2:45 pm to 3:45 pm

## Concurrent Session BW8 Testing Transformation in the IoT Era
Jennifer Bonine, tap|QA
2:45 pm to 3:45 pm

## Concurrent Session BW9 Leading a Testing Center of Excellence
1.00
Susan Schanta, Cognizant Technology Solutions
2:45 pm to 3:45 pm

## Concurrent Session DW5 DevOps and Continuous Delivery: What's It All About?
1.00
Ken Mugrage, ThoughtWorks
2:45 pm to 3:45 pm

## Concurrent Session DW6 Transform Organizational Culture for DevOps Success
1.00
Al Wagner, IBM
2:45 pm to 3:45 pm

## Industry Technical Presentation ITP3 Ensuring IoT Software Quality in the Wild
Arthur Hicken, Parasoft
2:45 pm to 3:45 pm

## Networking Break in the Expo—3:45pm–4:15pm
3:45 pm to 4:15 pm

## Concurrent Sessions—4:15pm–5:15pm
4:15 pm to 5:15 pm

## Concurrent Session AW10 Step-by-Step Guide to Leading a Large-Scale Agile Transformation
1.00
Mike Cottmeyer, LeadingAgile, LLC
4:15 pm to 5:15 pm

## Concurrent Session AW11 The Agile Dojo: Shiny Toy or Best Idea Ever?

1.00

Francie Van Wirkus, Francie Van Wirkus

4:15 pm to 5:15 pm

Concurrent Session AW12 Your Agile Team Needs a Therapist

1.00

Robb Pieper, Responsive Advisors

4:15 pm to 5:15 pm

Concurrent Session BW10 Build Adaptable Teams: The Marine Corps Way

0.50

Anne Steiner, DevJam

4:15 pm to 5:15 pm

Concurrent Session BW11 Avoid Critical Mobile UX Mistakes

1.00

Philip Lew, XBOSoft

4:15 pm to 5:15 pm

Concurrent Session BW12 Artificial Intelligence (AI) in Testing: The Future Is Now

Alexander Andelkovic, King/Midasplayer AB

4:15 pm to 5:15 pm

Concurrent Session DW7 Testing and Measurement in DevOps: Find Solutions—
Not More Problems

1.00

Andreas Grabner, Dynatrace

4:15 pm to 5:15 pm

Concurrent Session DW8 Agile ALM: Using DevOps to Drive Process
Improvement

1.00

Bob Aiello, CM Best Practices Consulting

4:15 pm to 5:15 pm

Industry Technical Presentation ITP4 ZAPTEST – The Game Changer!

Alex Chernyak, ZAPTEST

4:15 pm to 5:15 pm

Expo Reception—5:30pm–6:30pm

5:30 pm to 6:30 pm

Continental Breakfast—7:30am–8:30am
7:30 am to 8:30 am

Registration Desk Hours—8:00am–5:00pm
8:00 am to 5:00 pm

Keynote K3 Solve Everyday IT Problems with DevOps
1.00
Sherry Chang, Intel
8:30 am to 9:30 am

Concurrent Sessions—10:00am–11:00am
10:00 am to 11:00 am

Concurrent Session AT1 The Past, Present, and Future of Scrum
1.00
Dave West, Scrum.org
10:00 am to 11:00 am

Concurrent Session AT2 Managing Agile Software Projects under Uncertainty
1.00
Philip Lew, XBOSoft
10:00 am to 11:00 am

Concurrent Session AT3 Developing Reliable UI Test Automation in Agile
Development
1.00
Michael Durrant, Everquote
10:00 am to 11:00 am

Concurrent Session BT1 Stop Saying No … Start Saying Throwdown
1.00
Anthony Crain, Blue Agility, LLC
10:00 am to 11:00 am

Concurrent Session BT2 Continuous Delivery of Microservices: Patterns and
Processes

0.50
Anders Wallgren, Electric Cloud
10:00 am to 11:00 am

**Concurrent Session BT3 Exploratory Security Testing in the Browser**
1.00
Abraham Marin-Perez, Equal Experts
10:00 am to 11:00 am

**Concurrent Session DT1 Demystifying DevOps: Capital One's Journey toward Continuous Delivery**
Adam Auerbach, Capital One
10:00 am to 11:00 pm

**Concurrent Session DT2 Optimizing Performance across the DevOps Lifecycle**
1.00
Amit Patel, Total Performance Consulting
10:00 am to 11:00 am

**Industry Technical Presentation ITP5 Improve your Mobile Testing Strategy with Continuous Delivery**
Earl Adona, Mobile Labs
10:00 am to 11:00 am

**Networking Break in the Expo—11:00am–11:30am**
11:00 am to 11:30 am

**Concurrent Sessions—11:30am–12:30pm**
11:30 am to 12:30 pm

**Concurrent Session AT4 Scaling Agile: Remembering Tolstoy's Unhappy Family Analogy**
1.00
Mariya Breyter, Dun & Bradstreet
11:30 am to 12:30 pm

**Concurrent Session AT5 Experience Agile Emergence through Sketch Comedy**
1.00
John Krewson, Sketch Development Services
11:30 am to 12:30 pm

Concurrent Session AT6 Agile Test Automation Patterns: From the Inside Out
1.00
Paul Merrill, Beaufort Fairmont
11:30 am to 12:30 pm

Concurrent Session BT4 Teamwork Tools: Movement Games for Collaboration and Creativity
1.00
Andrew Smith, Innovative Software Engineering
11:30 am to 12:30 pm

Concurrent Session BT5 Them's the Rules: Using a Rules Engine to Wrangle Complexity
1.00
Micah Breedlove, iostudio
11:30 am to 12:30 pm

Concurrent Session BT6 Simplify Performance Testing with Production Data
1.00
William Hurley, Astadia
11:30 am to 12:30 pm

Concurrent Session DT3 Teach by Doing: Conversation-Driven Development with ChatOps
Raj Indugula, LithSpeed, LLC, Robert Brown, Booz Allen Hamilton
11:30 am

Concurrent Session DT4 Continuous Integration of Innovation and Quality
1.00
Stacy Kirk, QualityWorks Consulting Group, LLC
11:30 am to 12:30 pm

Industry Technical Presentation ITP6 Whip your WIP
Rhyd Lewis, Equal Experts Inc.
11:30 am to 12:30 pm

Lunch in the Expo—Meet the Speakers
12:30 pm to 1:30 pm

Concurrent Sessions—1:30pm–2:30pm

1:30 pm to 2:30 pm

Concurrent Session AT7 The Agile Product Owner: Beyond the Books and Classrooms
1.00
Alicia Cyrus, Enterprise Knowledge
1:30 pm to 2:30 pm

Concurrent Session AT8 Scrum, Kanban, or Scrumban: Which Is Right for You?
1.00
Heidi Araya, BrightLogic
1:30 pm to 2:30 pm

Concurrent Session AT9 The Three Pillars Approach to an Agile Testing Strategy
1.00
Bob Galen, Zenergy Technologies
1:30 pm to 2:30 pm

Concurrent Session BT7 Requirements Are Simply Requirements—or Maybe Not
1.00
Robin Goldsmith, Go Pro Management, Inc.
1:30 pm to 2:30 pm

Concurrent Session BT8 Take Control! Managing Your Time and Commitments
1.00
Andy Kaufman, Institute for Leadership Excellence and Development, Inc.
1:30 pm to 2:30 pm

Concurrent Session BT9 Conquer the Murky Waters of Test Automation
1.00
Brian Saylor, Scripps Networks Interactive
1:30 pm to 2:30 pm

Concurrent Session DT5 Integrate DevOps Release Automation with Cloud and Container Management
1.00
Chris Haddad, Karux, LLC
1:30 pm to 2:30 pm

Concurrent Session DT6 The Tester's Role in a DevOps World
1.00

Marianne Hollier, IBM
1:30 pm to 2:30 pm

Networking Break in the Expo—2:30pm–3:00pm
2:30 pm to 3:00 pm

Concurrent Sessions—3:00pm–4:00pm
3:00 pm to 4:00 pm

Concurrent Session AT10 The Lean Agile Portfolio
1.00
Jamie Mades, LEAP Consulting
3:00 pm to 4:00 pm

Concurrent Session AT11 Agile at the Intersection of Mobile, Cloud, and the Internet of Things
1.00
Don MacIntyre, Scrum Etc.
3:00 pm to 4:00 pm

Concurrent Session AT12 Removing the Silos: When Agile, Lean, and DevOps Aren't Enough
1.00
Betty Zakheim, Tasktop
3:00 pm to 4:00 pm

Concurrent Session BT10 Identify Business Value before Business Requirements
1.00
Lisa Calkins, Amadeus Consulting
3:00 pm to 4:00 pm

Concurrent Session BT11 Don't Ask "Can You Hear Me Now?" Start Listening Instead
0.50
Judith Mills, Judith Mills Consulting
3:00 pm to 4:00 pm

Concurrent Session BT12 Build Fail-Proof Tests in Any Browser with Selenium
Kevin Berg, Sauce Labs
3:00 pm to 4:00 pm

Concurrent Session DT7 Use the Cloud to Enable Continuous Delivery
1.00
Esteban Garcia, Nebbia Technology
3:00 pm to 4:00 pm

Concurrent Session DT8 Evolving from Automated to Continuous Testing
1.00
Arthur Hicken, Parasoft
3:00 pm to 4:00 pm

Keynote K4 Agile Metrics: Make Better Decisions with Data
Larry Maccherone, AgileCraft
4:15 pm to 5:15 pm

Agile Leadership Summit Reception—5:30pm–7:30pm
5:30 pm to 7:30 pm

Agile Leadership Summit
5:30 pm to 4:00 pm

## Friday, November 18

Summit Continental Breakfast—7:30am–8:30am
7:30 am to 8:30 am

Registration Desk Hours—7:30am–2:30pm
7:30 am to 2:30 pm

Agile Leadership Summit—8:30am–4:00pm
8:30 am to 4:00 pm

Leadership Summit Session SMT1 On Leading Leaders: A Transition Journey
1.25
Blake Nyquist, Liquid Web
8:45 am to 10:00 am

Leadership Summit Session SMT2 Games for Learning about Conflict Resolution
Ellen Grove, Independent Consultant
10:20 am to 11:50 am

Leadership Summit Session SMT3 Leaders at All Levels

1.00
Esther Derby, Independent Consultant
1:00 pm to 2:15 pm

Leadership Summit Session SMT4 Six Things to Avoid in Software Testing on Agile Projects
1.00
Madhumita Das, Great-West: Financial Empower Retirement
2:30 pm to 3:30 pm

Source URL: https://bsceast.techwell.com/program/schedule/list

**Leave a message** ⌃