


## A TECHWELL EVENT

Published on *Better Software West* (<https://bscwest.techwell.com>)

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### Conference Schedule

 [Schedule PDF](#)

#### Sunday, June 5

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

Leading SAFe—SAFe Agilist Certification Training (2-Day)

Bob Payne

8:30 am to 5:00 pm

Fundamentals of Agile Certification—ICAgile (2-Day)

Jeffery Payne

8:30 am to 5:00 pm

Software Tester Certification—Foundation Level (3-Day)

Dawn Haynes

8:30 am to 5:00 pm

Certified ScrumMaster Training (2-Day)

Sanjiv Augustine

8:30 am to 5:00 pm

Agile Tester Certification (2-Day)

Rob Sabourin

8:30 am to 5:00 pm

Product Owner Certification (2-Day)

Arlen Bankston

8:30 am to 5:00 pm

Integrating Test with a DevOps Approach (2-Day)

Tom Stiehm

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, June 6

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

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

8:30 am to 5:00 pm

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

6.50

Jeff Patton

8:30 am to 4:30 pm

Tutorial

MC

A/B Testing: Improvements through Continuous Experimentation

NEW

3.25

Alan Page

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

Leading Change—Even If You're Not in Charge

3.25

Jennifer Bonine

8:30 am to 12:00 pm

Tutorial

MF

Principles and Practices of Lean Software Development

NEW

3.25

Ken Pugh

8:30 am to 12:00 pm

Tutorial

MG

Essential Test-Driven Development: A Hands-On Workshop

NEW

3.25

Rob Myers

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

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

SOLD  
OUT

NEW

3.25

Ken Pugh

1:00 pm to 4:30 pm

Tutorial

MJ

Avoid Critical UX Mistakes to Delight Your Users

3.25

Philip Lew

1:00 pm to 4:30 pm

Tutorial

MK

Writing Developer Tests for Untested Legacy Code: A Hands-On Workshop

3.25

Rob Myers

1:00 pm to 4:30 pm

Registration Desk Hours—Closes at 4:30pm

4:30 pm

Tuesday, June 7

Registration Desk Hours—7:30am–5:00pm

7:30 am to 5:00 pm

Continental Breakfast—7:30am–8:30am

7:30 am to 8:30 am

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

SOLD  
OUT

3.25

Bob Galen

8:30 am to 12:00 pm

Tutorial

TC

Continuous Testing to Drive Continuous Integration and Deployment

NEW

3.25

Jared Richardson

8:30 am to 12:00 pm

Tutorial

TD

Eight Steps to Kanban

SOLD  
OUT

3.25

Ken Pugh

8:30 am to 12:00 pm

Tutorial

TE

Help Retain Knowledge: Increase Engagement to Achieve Learning

SOLD  
OUT

NEW

3.25

Tricia Broderick

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

What DevOps Means for Testers: Tips for Getting Testers Involved

3.25

Jeffery Payne

8:30 am to 12:00 pm

Tutorial

TH

Getting Things Done: What Testers Do in Agile

NEW

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

High-Performance Product Development

NEW

Jez Humble

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

Plan, Architect, and Implement Test Automation within the Lifecycle

SOLD  
OUT

NEW

3.25

Mike Sowers

1:00 pm to 4:30 pm

Tutorial

TL

Advanced Test Automation in Agile Development

NEW

3.25

Rob Sabourin

1:00 pm to 4:30 pm

Tutorial

TM

Producing Products and Coaching Agility: Making Agile Practices Matter

3.25

David Hussman

1:00 pm to 4:30 pm

Tutorial

TN

Fearless Change: Patterns for Introducing New Ideas

NEW

3.25

Linda Rising

1:00 pm to 4:30 pm

Tutorial

TO

Mob Programming Workshop

NEW

3.25

Woody Zuill

1:00 pm to 4:30 pm

Welcome Reception—4:30pm–5:30pm

4:30 pm to 5:30 pm

Wednesday, June 8

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

DevOps and the Culture of High-Performing Software Organizations

1.00

Jez Humble, Jez Humble & Associates LLC

8:30 am to 9:45 am

Keynote

K2

The Power of an Agile Mindset

1.00

Linda Rising, Independent Consultant

10:00 am to 11:00 am

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

11:00 am to 11:30 am

Concurrent Session

AW1

Three Things You MUST Know to Transform into an Agile Enterprise

1.00

Mike Cottmeyer, LeadingAgile, LLC

11:30 am to 12:30 pm

Concurrent Session

AW2

Determining Business Value in Agile Development

1.00

Ken Pugh, Net Objectives

11:30 am to 12:30 pm

Concurrent Session

AW3

Blending Product Discovery and Product Delivery

1.00

David Hussman, DevJam

11:30 am to 12:30 pm

Concurrent Session

AW4

Slay the Dragons of Agile Measurement

1.00

Larry Maccherone, AgileCraft

11:30 am to 12:30 pm

Concurrent Session

BW1

Product Management: The Innovation Glue for the Lean Enterprise

1.00

Mimi Hoang, Autodesk, George Schlitz, Objective Change

11:30 am to 12:30 pm

Concurrent Session

BW2

Mobile App Testing: Planning, Priorities, Execution, and Reporting

1.00

Jason Arbon, Appdiff.com

11:30 am to 12:30 pm

Concurrent Session

BW3

End-to-End Quality Approach: 14 Levels of Testing

1.00

Adrian Thibodeau, Standard & Poors Rating Services, Chintan Pandya, Standard & Poors Rating Services

11:30 am to 12:30 pm

Concurrent Session

DW1

DevOps Is More than Just Dev and Ops: Don't Forget Testing

1.00

Jonah Stiennon, Sauce Labs

11:30 am to 12:30 pm

Industry Technical Presentation

ITP1

Balancing Visibility and Autonomy with Portfolio for JIRA

Aimie Smith, Atlassian, Inc.

11:30 am to 12:30 pm

Lunch in the Expo—Meet the Speakers

12:30 pm to 1:30 pm

Concurrent Session

AW5

The Lean Executive Agility Framework

1.00

Jon Stahl, LeanDog

1:30 pm to 2:30 pm

Concurrent Session

AW6

Integrate Regulatory Auditing with Agile

1.00

Chong Ee, Twilio

1:30 pm to 2:30 pm

Concurrent Session

AW7

From Unclear and Unrealistic Requirements to Achievable User Stories

1.00

Jamie Lynn Cooke, Both Hemispheres, LLC

1:30 pm to 2:30 pm

Concurrent Session

AW8

Agile Metrics: Measuring Outcomes and Results

1.00

Bob Galen, Velocity Partners

1:30 pm

Concurrent Session

BW4

Leading with Purpose

1.00

Sanjiv Augustine, LitheSpeed

1:30 pm to 2:30 pm

Concurrent Session

BW5

Mobile Untethered: Lessons Learned without the Wires

Jennifer Bonine, tap|QA, Rick Faulise, tap | QA

1:30 pm to 2:30 pm

Concurrent Session

BW6

Predictive Test Planning to Improve System Quality

1.00

Penny McVay, Liberty Mutual

1:30 pm to 2:30 pm

Concurrent Session

DW2

Continuous Integration as a Development Team's Way of Life

1.00

Melissa Benua, PlayFab

1:30 pm to 2:30 pm

Industry Technical Presentation

ITP2

Make Continuous Delivery for Mobile Applications a Reality

Dan McFall, Mobile Labs

1:30 pm to 2:30 pm

Concurrent Session

AW9

Why Agile Works—and How to Screw It Up!

1.00

Perry Reinert

2:45 pm to 3:45 pm

Concurrent Session

AW10

Architecture vs. Design in Agile: What's the Right Answer?

1.00

Anthony Crain, Blue Agility, LLC

2:45 pm to 3:45 pm

Concurrent Session

AW11

Your User Stories Are Too Big: Yes, They Are!

1.00

Chris Sims, Agile Learning Labs

2:45 pm to 3:45 pm

Concurrent Session

AW12

Improvisation for Agile Skill Development

1.00

Robie Wood, ImprovAgility, Jody Wood, ImprovAgility

2:45 pm to 3:45 pm

Concurrent Session

BW7

Team Leadership Is Like Big Band Drumming

1.00

John Ryskowski, JFR Consulting

2:45 pm to 3:45 pm

Concurrent Session

BW8

Borrowing Best-of-Breed Software Delivery Techniques for the Internet of Things

1.00

Gavin Gray, Oomf, Inc.

2:45 pm to 3:45 pm

Concurrent Session

BW9

What Hollywood Can Teach Us about Software Testing

1.00

Bernie Berger, Doran Jones

2:45 pm to 3:45 pm

Concurrent Session

DW3

Using DevOps to Drive the Agile ALM

1.00

Bob Aiello, CM Best Practices Consulting

2:45 pm to 3:45 pm

Industry Technical Presentation

ITP3

ZAPTEST - The Game Changer!

Alex Chernyak, ZAPTEST

2:45 pm to 3:45 pm

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

3:45 pm to 4:15 pm

Concurrent Session

AW13

Five Critical Elements for Successful Agile Data Management

1.00

Robert Kelman, DIRECTV

4:15 pm to 5:15 pm

Concurrent Session

AW14

The Issues Agile Exposes and What To Do about Them

1.00

Lee Copeland, TechWell Corp.

4:15 pm to 5:15 pm

Concurrent Session

AW15

Command Query Responsibility Segregation at Enterprise Scale

1.00

Carlyle Davis, ThoughtWorks

4:15 pm to 5:15 pm

Concurrent Session

AW16

Apply Phil Jackson's Coaching Principles to Build Better Agile Teams

1.00

Dion Stewart, DevJam

4:15 pm to 5:15 pm

Concurrent Session

BW10

Project Estimation: Myths, Taboos, and Inconvenient Truths

1.00

Robert Merrill, University of Wisconsin-Madison

4:15 pm to 5:15 pm

Concurrent Session

BW11

The Challenges of Testing a Wearable Banking Application

1.00

Carl Johnson, SOCO Norge AS

4:15 pm to 5:15 pm

Concurrent Session

BW12

Identify and Exploit Behavioral Boundaries for Unit Testing

1.00

Rob Myers, Agile Institute

4:15 pm to 5:15 pm

Concurrent Session

DW4

DevOps Is Only Half the Story to Delivering Winning Products

1.00

Jody Bailey, Pluralsight

4:15 pm to 5:15 pm

Industry Technical Presentation

ITP4

DevTest Time Machine: Predictive Analytics for the SDLC

Wayne Ariola, Parasoft

4:15 pm to 5:15 pm

Expo Reception—5:30pm–6:30pm

5:30 pm to 6:30 pm

Thursday, June 9

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

How to Do Kick-Ass Software Development

1.00

Sven Peters, Atlassian

8:30 am to 9:45 am

Concurrent Session

AT1

Zorro Circles: Retrospectives for Excellence

1.00

Aakash Srinivasan, Independent Consultant, Vivek Angiras, Independent Consultant

10:00 am to 11:00 am

Concurrent Session

AT2

Implementing Agile in an FDA Regulated Environment

1.00

Neal Herman, BD Biosciences

10:00 am to 11:00 am

Concurrent Session

AT3

Agile Hacks: Creative Solutions for Common Agile Issues

1.00

Susan McNamara, BIOVIA – Dassault Systems

10:00 am to 11:00 am

Concurrent Session

AT4

Continuous Discovery: The Path to Learning and Growing

1.00

Woody Zuill, Independent Consultant

10:00 am to 11:00 am

Concurrent Session

BT1

Experiments: The Good, the Bad, and the Beautiful

Linda Rising, Independent Consultant

10:00 am to 11:00 am

Concurrent Session

BT2

Use Business Analysts for User Interface Design

1.00

Cathy Sargent, The Jackson Laboratory

10:00 am to 11:00 am

Concurrent Session

BT3

The Tester's Role in Agile Planning

1.00

Rob Sabourin, amibug.com

10:00 am to 11:00 am

Concurrent Session

DT1

Docker Containers in the Enterprise DevOps Journey

Aater Suleman, Flux7

10:00 am to 11:00 am

Industry Technical Presentation

ITP5

Managing Millennials & the QA Profile

Michael Faulise, tap | QA

10:00 am to 11:00 am

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

11:00 am to 11:30 am

Concurrent Session

AT5

Which Agile Scaling Framework Is Best?

1.00

Tom Weinberger, Blue Agility, LLC

11:30 am to 12:30 pm

Concurrent Session

AT6

Playwriting, Imagination, and Agile Software Development ... Oh My!

1.00

Tania Katan, Axosoft

11:30 am to 12:30 pm

Concurrent Session

AT7

Disrupting Ourselves: Moving to a “Teal Organization” Model

1.00

Bob Payne, LitheSpeed

11:30 am to 12:30 pm

Concurrent Session

AT8

Building Mob Programming Teams Using Lego® Serious Play®

1.00

Paul Wynia, Work Agile Consulting

11:30 am to 12:30 pm

Concurrent Session

BT4

Managing a Software Engineering Team

Sebastiano Armeli, Spotify

11:30 am to 12:30 pm

Concurrent Session

BT5

The Soft Skills of Great Software Developers

1.00

Raul Suarez, Independent Consultant

11:30 am to 12:30 pm

Concurrent Session

BT6

## **White Box Testing: It's Not Just for Developers Any More**

1.00

Robert Vanderwall, Ultimate Software

11:30 am to 12:30 pm

Concurrent Session

DT2

## **A Case Study in Metrics-Driven DevOps**

1.00

Ben Vining, Electronic Arts

11:30 am to 12:30 pm

Lunch in the Expo—Meet the Speakers

12:30 pm to 1:30 pm

Concurrent Session

AT9

## **Scaling, Spreading, and Succeeding: When to Do What and Why**

1.00

David Hussman, DevJam

1:30 pm to 2:30 pm

Concurrent Session

AT10

## **How Far Can You Go with Agile for Embedded Software?**

1.00

Anders Wallgren, Electric Cloud

1:30 pm to 2:30 pm

Concurrent Session

AT11

## **Don't Make These Scrum Mistakes**

1.00

Sumedha Ganjoo, National Instruments

1:30 pm to 2:30 pm

Concurrent Session

AT12

## **Facilitation Techniques for Agile Meetings and Ceremonies**

1.00

Darrin London, Department of Justice

1:30 pm to 2:30 pm

Concurrent Session

BT7

## **Recruit, Hire, and Retain Top Software Talent**

1.00

Catherine Louis, CLL Group

1:30 pm to 2:30 pm

Concurrent Session

BT8

## **A Simple Tool for Speaking Honestly and Constructively**

1.00

Lorraine Aguilar, Working Harmony, Inc.

1:30 pm to 2:30 pm

Concurrent Session

BT9

What Everyone on the Team Needs to Know about Test Automation

1.00

Jim Trentadue, Original Software

1:30 pm to 2:30 pm

Concurrent Session

DT3

Developing a Rugged DevOps Approach to Cloud Security

1.00

John Martinez, Evident.io

1:30 pm to 2:30 pm

Industry Technical Presentation

ITP6

The Data Gap: The (Next) Final Frontier of DevOps

Craig Williams, Delphix

1:30 pm to 2:30 pm

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

2:30 pm to 3:00 pm

Concurrent Session

AT13

Going Agile at Scale: A Mindset Transformation of Global Proportions

1.00

Julie Urban, Veritas, Jeff Byron, Veritas

3:00 pm to 4:00 pm

Concurrent Session

AT14

Use Feature Flags for Clean Deployments

1.00

Edith Harbaugh, LaunchDarkly

3:00 pm to 4:00 pm

Concurrent Session

AT15

Scaling Scrum with Scrum™ (SSwS): A Universal Framework

1.00

Dan Rawsthorne, 3Back, LLC

3:00 pm to 4:00 pm

Concurrent Session

AT16

Testing in a Super-Agile Software Development Environment

1.00

Tomi Kaleva, Nelonen Media

3:00 pm to 4:00 pm

Concurrent Session

BT10

Great Business Analysts “Think Like a Freak”

1.00

Faye Thompson, CareWorks Tech

3:00 pm to 4:00 pm

Concurrent Session

BT11

Create Brainstorming Commandos for Creative Problem Solving

1.00

Pradeepa Narayanaswamy, MoneyGram

3:00 pm to 4:00 pm

Concurrent Session

BT12

Move Your Selenium Testing to the Cloud

Anshul Sharma, Emmi Solutions

3:00 pm to 4:00 pm

Concurrent Session

DT4

Where Is Test in DevOps?

1.00

Nikhil Kaul, SmartBear Software

3:00 pm to 4:00 pm

Keynote

K4

Internet of Things and the Wisdom of Mobile

Steven Winter, Guerrilla QA

4:15 pm to 5:15 pm

Agile Leadership Summit

5:30 pm to 4:00 pm

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

5:30 pm to 7:30 pm

Friday, June 10

Registration Desk Hours—7:30am–2:30pm

7:30 am to 2:30 pm

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

7:30 am to 8:30 am

Agile Leadership Summit—8:30am–4:00pm

8:30 am to 4:00 pm

Leadership Summit Session

SMT1

Agile Leadership Is Essential to Agile Transformation

1.00

Tracy Briscoe, Whole Foods Market, Golda Sahayam, Whole Foods Market, Richard Lawrence, Agile For All

9:00 am to 10:00 am

Leadership Summit Session

SMT2

Agile Anti-Patterns: The Leader's Guide to Agile Traps, Tripwires, and Treachery

1.50

Adam Weisbart, Weisbart Consulting

10:20 am to 11:50 am

Summit Lunch

11:45 am to 12:15 pm

Leadership Summit Session

SMT3

## Agile Leadership Team Roles: Balancing Autonomy and Alignment

1.00

Oksana Kubushyna, Riot Games, Ahmed Sidky, Riot Games

1:00 pm to 2:00 pm

Leadership Summit Session

SMT4

## Decision-Making Tools for Leaders and Teams

1.00

Doc Norton, CTO2

2:20 pm to 3:30 pm

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**Leave a message**

