



Cascadia  
Innovation  
Corridor



TechAlliance



## REAL TALK: AI ACROSS THE CASCADIA MEGAREGION

*AI, Enterprise & the Cascadia Opportunity*

March 19, 2026 | 8:00-1:00pm | 1201 3<sup>rd</sup> Ave, 24<sup>th</sup> Floor, Seattle, Washington 98101

Thank you for joining us for a high-impact event presented in partnership with the Cascadia Innovation Corridor, DIGITAL, Tech Alliance, and the Technology Association of Oregon. This dynamic gathering brings together industry leaders, innovators, and policy voices for three focused panels exploring how AI is reshaping our organizations, workforce, and regional economy, and what it will take to lead. It's an opportunity to connect, strengthen regional partnerships, and engage in forward-looking conversations driving innovation across the Pacific Northwest.

### AGENDA

#### › 8:45-9:30am: Panel 1 – AI & the Workforce

A Harvard/BCG study shows teams using AI outperform individuals. This session moves beyond job-loss fears to focus on workflow redesign and human-AI collaboration, featuring enterprise voices and practical insights.

- **Moderator: Paula Vich Serra — Principal, Boston Consulting Group**

Paula Vich Serra is a Principal at Boston Consulting Group working on digital transformation and innovation initiatives. She specializes in helping organizations adapt to emerging technologies and redesign business processes for the digital economy. She holds an MBA from Harvard Business School and has worked extensively on technology and innovation strategy.

- **Teresa Coats — CEO & Co-Founder, LearnAIR**

Teresa Coats is the CEO and co-founder of LearnAIR, a company focused on helping organizations build AI-ready workforces. She works with leaders to redesign workflows, upskill teams, and integrate human and artificial intelligence across everyday operations.

- **Ashish Anand – CEO, Workforce Wellness**

Ashish Anand is the Founder and CEO of Workforce Wellness, where he is building AI-powered solutions to help healthcare organizations scale, optimize, and support their workforce. Previously a senior executive at technology companies including Terramera, Bazinga (now Tribe), Wishpond, and Phemi, he specializes in scaling enterprise SaaS businesses through product innovation and strong product-market fit. He also advises and invests in software startups and frequently speaks on AI, innovation, and entrepreneurship.

- **Jim Warner – Field CTO, Snowflake**

Jim Warner is an experienced CTO helping enterprises get value from AI. He has over 20 years of experience building large-scale systems at companies like Oracle and Amazon and



as head of engineering at four venture-funded startups. In his current role at Snowflake, he designs, architects and implements AI/ML solutions for strategic customers, leveraging Snowflake's comprehensive platform. He is focused on co-building AI agents with customers to solve business problems in production faster, and he has developed and piloted a one-day in-person AI workshop to build out a company's first agent on Snowflake.

### › 9:30-10:15am: Panel 2 – AI & Enterprise Development

With up to 95% of enterprise AI projects failing to scale, this panel examines real-world successes and failures — especially for midsize companies in services and manufacturing. Less theory, more execution.

- **Moderator: Boaz Ashkenazy — Founder, AI Advisor & Podcast Host**

Boaz Ashkenazy is the CEO and co-founder of Augmented AI, where he helps businesses grow through the practical application of artificial intelligence. He's also the host of Shift AI, a highly acclaimed podcast that explores how AI and machine learning are changing the way we work in the digital age. Through his work and his interviews, Boaz has had the opportunity to speak with hundreds of thought leaders, inventors, physicians, and technologists in the realm of AI. Boaz founded his first augmented reality company in 2006 and has since led augmented reality and AI teams for Meta and founded and sold a virtual meeting platform company.

- **Vishnu Vettrivel — Director of Engineering, Qualtrics**

Vishnu Vettrivel leads engineering initiatives at Qualtrics focused on scalable technology platforms and AI-driven capabilities. He has extensive experience building enterprise-grade systems and helping organizations integrate advanced technologies into production environments.

- **Colin Quon — CEO, Excelar Technologies**

Colin Quon is CEO of Excelar Technologies. Excelar's Careflow is an operating platform to help accelerate the adoption of AI-assisted clinical workflows. Careflow streamlines the integration of health data from hospital systems to genomics and medical devices and unifies the deployment of a broad range of healthcare AI models ranging from optimization, forecasting to patient risk prediction. It enables seamless integration of AI into existing clinical workflows with human-in-the-loop and observational insights.

- **David Cantu — Co-founder and CMO, Redapt**

David has spent the past 30 years building Redapt around a simple belief: people buy from people they trust, and technology leaders deserve partners—not vendors. His Serve-Not-Sell philosophy continues to guide how Redapt supports IT leaders navigating complex decisions across cloud, data, AI, and security.

### › 10:15-10:30am: Coffee & Networking



### › 10:30-11:15am: Panel 3 – AI & Startups

From the seed-to-Series A capital gap to pilot-to-scale challenges, we'll explore how to build a stronger AI ecosystem across the Cascadia region — not just stronger startups.

- **Moderator: Lisa Yu — Regional VP, Snowflake**

Lisa Yu is a 20+-year tech industry veteran and leads regional business development efforts at Snowflake, working closely with organizations adopting modern data platforms and AI-driven analytics. Prior to Snowflake, Lisa served as the Vice President of Sales for the Central U.S. for Softchoice.

- **Rob Goehring — Executive Director, AIInBC and CEO/Founder, Wisr AI**

Rob Goehring is a serial entrepreneur and technology executive with more than 25 years of experience leading early-stage, high-growth technology companies. His background spans product design and market development across financial services, telecommunications, wireless services, cloud software, location-based services, and mobile applications. In recent years, Rob has focused extensively on artificial intelligence, working with organizations as a founder, operator, and advisor across sectors including cybersecurity, ESG, bioinformatics, and marketing. He is the founder and CEO of Wisr AI, a company that helps enterprises assess and manage cyber risk across their internal systems as well as third-party infrastructure and supply chains. He also serves as Executive Director of AIInBC, supporting the growth and collaboration of British Columbia's AI ecosystem.

- **Jacob Colker — Cofounder and Managing Director, AI2 Incubator**

Jacob Colker is an early-stage investor and founder focused on the intersection of artificial intelligence (AI) and practical commercial use cases. Today, Jacob helps to lead the AI-first startup incubator at the Paul Allen Institute for Artificial Intelligence (AI2), where he has helped to create numerous AI-first startups, including WellSaid, BlueCanoe, Lexion, and more. Previous to Jacob's work at AI2, he wore every nontechnical hat in a startup (CEO, CMO, general manager, co-founder). Jacob teaches MBA-level entrepreneurship at the University of Washington, Foster School of Business.

- **Erin Marshall — COO, Koonkie**

Dr. Erin Marshall is a strategic growth leader with a passion for translating scientific discoveries into real-world impact. With expertise in cancer metabolomics and genomics, and significant experience in scientific marketing, she has led cross-functional initiatives at biotech and technology companies, focused on bridging technical insights with commercial strategy. Erin specializes in scientific communication and product management, ensuring that scientific solutions are both accessible and actionable. Known for her ability to foster collaboration across disciplines, Erin is committed to advancing breakthrough solutions with integrity and precision.



› **11:15-11:45am: Lunch & Networking**

› **11:45am-12:30pm: Closing Fireside – Cascadia’s International Moment**

- **Moderator: Gov. Chris Gregoire – Chair, Cascadia Innovation Corridor**

Chris Gregoire is the CEO for Challenge Seattle and Chair of the Cascadia Innovation Corridor. Challenge Seattle is an alliance of CEOs from 23 of the region’s largest private-sector employers who work together to ensure the greater Seattle area continues to thrive as one of the most vibrant, innovative, and globally competitive regions in the world. Previously, Chris served for two terms as Governor of the State of Washington with a \$32B biennial budget and over 60,000 employees. Prior to becoming Governor, Chris served for three terms as Attorney General for the State and prior to becoming Attorney General, Chris served four years as the Director of the State Department of Ecology. In addition to being CEO of Challenge Seattle, Chris is a former chair of the Fred Hutch Cancer Research Center and former Member of the National Bipartisan Governor’s Council.

- **Laura Jones, President & CEO, Business Council of British Columbia**

Laura Jones is the President and CEO of the Business Council of BC. (BCBC), a non-partisan organization dedicated to the prosperity of the province and its people. BCBC has represented the province’s leading businesses across all sectors for over fifty years. Laura is a nationally recognized leader in public policy who is passionate about the importance of a strong economy as the foundation for supporting prosperous communities. Prior to joining BCBC, Laura was Chief Strategic Officer and Executive Vice President of the Canadian Federation of Independent Business (CFIB), a non-profit, non-partisan association advocating for independent businesses across Canada.

- **Gretchen Peri – Chief Technology Officer, State of Washington**

Gretchen Peri serves as Washington State’s Chief Technology Officer at Washington Technology Solutions (WaTech), bringing more than 25 years of experience in government technology, strategy, and consulting. She joined WaTech in 2025 after leading Slalom’s Global Public & Social Impact practice, where she founded and scaled the firm’s public sector business, supporting government, education, and nonprofit clients in modernizing technology and delivering measurable outcomes. Nationally recognized for her leadership in innovation, Gretchen also serves on the King County Strategic Advisory Council and the 30x30 Initiative Advisory Board, and plays a key role in advancing Washington’s digital transformation efforts.

› **12:30-1:00pm: Post-Event Networking**