

May 5-6, 2025

Road map — to **Innovation**

POWERED BY Edwards School of Business & The BRIDGE Knowledge Centre

DOWNLOAD OUR SUMMIT APP



Welcome to the Prairie Business Summit!

Where local meets global. Where bold ideas meet Prairie grit.

Hosted by the Edwards School of Business and the BRIDGE Knowledge Centre, this is Saskatchewan's premiere event for exploring how artificial intelligence is reshaping business, right here at home.

Over the next two days, we're connecting global insights to real-world applications across our province's key industries. Whether you're in ag, mining, education, finance, tech, or manufacturing, there's something here for you.

Get ready to learn, connect, and be inspired.

What to Expect Over the Next 2 Days:

Big Ideas, Real Impact

- Discover how AI is transforming operations, driving efficiency and creating new opportunities—tailored for Saskatchewan's business landscape.
- Gain insights from global experts and local innovators on how AI is reshaping the way we work, grow, and collaborate.

People You'll Want to Meet

- Leaders, changemakers, founders, and decision-makers from across SK's business community.
- Alumni and up-and-comers shaping what's next in our province.
- Your future collaborators, clients, and partners.

Locally Curated Food & Drink Favourites

We've teamed up with Saskatoon's top chefs and craft creators—featuring dishes from **Odla**, **Sulu**, **Primal**, and **Odd Couple**, and custom cocktails by **Black Fox's** award-winning distillers. Locally sourced menus, thoughtful pairings, and a chance to connect over truly good food.

Our Keynote Speakers



Ross Pambrun

CEO, The Memphis Group and Métis Business Leader

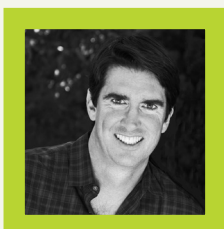
Ross Pambrun's leadership and innovative approach have made waves in the business world, and his AI insights promise to be a highlight of the summit. Join us as he shares his vision for driving growth and empowering communities in the Prairies.



Katie King

Author and AI Strategist

As a trailblazer in AI, Katie King will dive into how businesses can leverage artificial intelligence to scale, innovate, and stay ahead in today's competitive landscape. With her expert insights, you'll walk away with practical strategies to drive growth and transformation in your business.



Adam Cheyer

VP, AI Experience at Airbnb & Co-founder of Siri

Adam Cheyer's groundbreaking work in AI has shaped the way we interact with technology every day. At the summit, he'll share his insights on the future of artificial intelligence, its impact on business, and how AI is transforming industries worldwide.

Don't just sit back—explore in our Activation Zones!

- **VR stations** by Saskatchewan Polytechnic
- **Photo booth** to snap pics with your new friends
- Watch for the **360° photo booth + AR experiences** at the Day 1 evening reception



OUR HOST

Heather Morrison

Writer. Performer. Professional connector of people and ideas. Heather brings humour and heart to her role as MC—she'll keep you energized and on track throughout the Summit.



Day 1 Program

8:00am Registration & Breakfast
(Hall A)

8:45am Welcome & Opening Ceremony
(Hall A) *Setting the Stage for the Prairie Business Summit including ceremonial welcome with Elder, drummers & singers*

9:15am Keynote Presentation - Ross Pambrun
(Hall A) *CEO, The Memphis Group (AI for Environment) and Métis Business Leader. Unpacking AI: Context and Opportunities for Saskatchewan*

10:00am Panel: AI in Business Strategy
(Hall A) *Heather Morrison (Moderator), Anthony Robinson, David Chalk, Mike Stefaniuk, Scott Meyer, Melanie Morrison*

10:45am BREAK

11:00am Panel: AI in Saskatchewan Based Industries
(Hall A) *Alex Fallon (Moderator), Dale Bruce Hopkins, Sujatha Kamma, Debasis Bhaumik, Nathan Kirkham, Kanaris Paraskevopoulos*

11:45am Edwards Faculty on the Future of Work* (Pt 1)
(Hall A) *Devan Mescall, Cheryl Loadman, Joseph Schmidt*

12:45pm LUNCH AND KEYNOTE Q&A
David Chalk, AI Expert, Change Management Coach, Serial Entrepreneur

1:45pm Workshop Round 1
(RM A1) *AI in Marketing & Customer Engagement, Chipp AI*
(RM A2) *AI in Supply Chain Optimization, SAP AI*
(RM A4) *Ready, Set, AI: Navigating the AI Adoption Journey in Your Organization, WBM Technologies*

3:15pm

BREAK

3:30pm

Panel: Ethical Considerations in AI Deployment

(RM A4) *Donnalyn Thorsteinson (Moderator), Katrina German, Alpan Raval, Rozita Dara*

Panel: Boardroom Governance of AI

(RM A2) *Mark Borgares (Moderator), Kathryn Pollack, James Goodchild, Vince Bruni-Bossio*

4:15pm

AI Use Cases from Western Canadian Leaders

(Hall A) *Jody Sagen (Moderator), Shane Moore, Mark Leach, Jessica Moore, Brent Banda*

5:00pm

Day 1 Wrap Up

(Hall A) *Heather Morrison, Marjorie Delbaere and Keri Harvey*

5:15pm

Reception featuring Indigenous Hoopdancer

Dancer starts at 6:15. Featuring specially curated cocktails & food by:

甦龍 **SULU**

BLACKFOX 

PRIMAL

odla 


odd couple

6:30pm

Dinner & Keynote Presentation

(Hall C) *Adam Cheyer, VP, AI Experience Airbnb and Co-founder of Siri Inc.: The Future of AI in Business*



For more info on speakers, workshops, and panel discussions, please visit our website.

Day 2 Program

- 8:00am** Registration & Breakfast
(Hall A)
- 9:20am** Opening Recap
(Hall A) *Heather Morrison and Marjorie Delbaere*
- 9:25am** Keynote Presentation - Katie King
(Hall A) *Author and AI Strategist*
Now What: Practical Solutions for AI Implementation

10:05am BREAK

- 10:20am** Workshop Round 2
(RM A1) AI in Manufacturing Efficiency, *Chipp AI*
(RM A2) Ethical Considerations in AI Deployment, *Katrina German*
(RM A4) Owning and Protecting Digital Assets, *Open Path Partners*
- 11:45am** Edwards Faculty on the Future of Work* (Pt. 2)
(Hall A) *Keith Willoughby, Shan Wang, Trevor Maber*

12:30pm LUNCH

- 1:30pm** Panel: AI in Research & Development
(Hall A) *David Akinmade (Moderator), Rozita Dara, Shonna Caldwell, Steven Siciliano, Phillip Harder, Kyle Folk*
- 2:15pm** Panel: Harnessing AI for Entrepreneurship
(Hall A) *Alex Shimla (Moderator), Jonathan Lipoth, Jessie Wiebe, Briana Brownell, Tom Kishchuck, Jenelyn Santos-Ong*
- 3:00pm** Closing of the Prairie Business Summit

3:15 -4:15 Joint Conference Reception



**Prairie
Business
SUMMIT**



UNITING
THE PRAIRIES

Featuring specially curated cocktails by: **BLACKFOX**



Edwards Faculty on the Future of Work*

What does AI mean for how we lead, work, and grow?

Our faculty have been exploring these questions across industries and disciplines—from accounting to marketing to leadership. In this special series, get front-line insight on how AI is reshaping business—and what it means for Saskatchewan.

Topics will include:

- How to manage AI adoption and organizational change
- AI's role in negotiations and team dynamics
- What AI means for hiring, operations, and leadership
- How AI-generated summaries are changing consumer trust
- What motivates us to work—and how AI impacts that

Let's Build What's Next—Together. Connect with the **BRIDGE** Knowledge Centre

Discover how research can power your next big move.

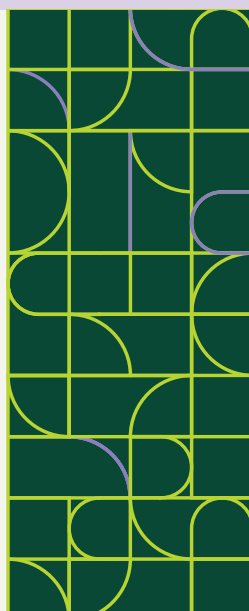
We connect Saskatchewan businesses with researchers to solve challenges, spark innovation, and share insights that move Saskatchewan forward.

Stay in Touch!

Edwards School of Business is proud to partner with SK based business & industries through:

- Collaborative research partnerships
- Bringing industry voices and experiences into our classrooms
- Ongoing opportunities to co-create real-world projects and drive forward innovative research

Watch your email for a recap of key takeaways from the BRIDGE Knowledge Centre.



Connect with us
at BRIDGE.



Or email us at:
bridge@edwards.usask.ca

Supporting Saskatchewan's **Business Edge**

Edwards School of Business is proud to bring you the Prairie Business Summit.

This event reflects our long-standing commitment to Saskatchewan's business community. For decades, we've helped shape leaders, drive innovation, and forge strong partnerships across the province.

The summit is another way we're creating opportunities to connect global expertise with local ambition. We heard clearly from our alumni, our partners, and our research: Business leaders want to understand AI, stay competitive, and prepare for what's next.

That's why we're here!

The Prairie Business Summit is a:

- Connection point for business leaders, government officials, and academic experts
- Learning experience that brings global ideas to our local context
- Launching pad for partnerships, innovation, and practical action

This event is more than just two days of programming, it's an investment in the future of our province's economy. And we're honoured to lead the charge.



As one of Canada's oldest business schools, Edwards offers a Bachelor of Commerce with six majors, co-op and study abroad options. Additionally, Edwards provides a range of Master's programs and graduate-level certificates, designed to further enhance career development. We also work closely with the business community through Edwards Executive Education to provide training and professional development opportunities in Saskatchewan.

Edwards.USask.ca

