



SCHOOL OF BUSINESS  
University of Wisconsin-Madison

## EXECUTIVE EDUCATION

601 University Ave. Madison, WI 53715-1035  
608-441-7357 Fax 608-441-7325 exed.wisc.edu



**Scott Converse**  
Director – Technology Programs

Scott Converse is the Director of Technology Programs for the University of Wisconsin – Madison School of Business. Working within the Executive Education department, he also oversees programs in operations, six sigma, purchasing and supply, maintenance, and service management. Scott developed and directs the Technical Leadership certificate series, a collaborative effort between the College of Engineering and the School of Business. He is also a lecturer in the UW School of Business' MBA program.

Scott has developed technology-based training programs for a variety of audiences ranging from the computer novice to the IT professional. Clients have included Fortune 500 firms, the US Military, state and local government, and not-for-profit agencies. He is engaging, interactive, and clear in the presentation of technical material. His ability to break down complex topics, use analogies to develop understanding, and include visual and group activities in traditionally lecture-based subjects, helps to make learning fun.

Areas of expertise include internetworking concepts and information technologies, predicting and managing emerging technologies, technology project implementation, the role technology will play on the future of business, data analysis, and data mining techniques. He also has over a decade of applied experiences in the field as a former IT Director for the University of Wisconsin, and technologist for an internetworking software developer.

Scott received his MBA from the University of Wisconsin-Madison, and holds a BS degree in Physics from UW-Eau Claire.

Scott lives with his wife Jill and their two children outside of Edgerton, Wisconsin. He's an avid Green Bay Packer fan, golfer, and duck hunter.