



# IGNiTE DIGITAL LEADERSHIP SUMMIT

NOV. 13, 2025  
MADISON, WI

## SUMMIT AGENDA

8:00 AM	REGISTRATION, BREAKFAST & NETWORKING	
9:00 AM	WHAT IS DIGITAL LEADERSHIP?	Ema Roloff
9:30 AM	UNLOCKING INNOVATION THROUGH IMPROVISATION	Ian McCain
10:15 AM	COFFEE & NETWORKING BREAK	
11:00 AM	THE ALGORITHM OF INFLUENCE: PERSONAL BRANDING IN ACTION	Curtis Goldsborough
12:00 PM	LUNCH	
1:30 PM	DIGITAL LEADERSHIP IN PRACTICE [PANEL]	Phillip Morris, John Lindsey, Eric Kimberling, and Paige Lord
2:30 PM	SNACK & NETWORKING BREAK	
3:00 PM	DISRUPTING MINDSETS: LEADING BEYOND YOUR COMFORT ZONE IN THE DIGITAL AGE	Michelle Raue
4:00 PM	CLOSING REMARKS	
4:10 PM	HAPPY HOUR & NETWORKING	
5:30 PM	SUMMIT CONCLUDES	

## SESSION DESCRIPTIONS



### WHAT IS DIGITAL LEADERSHIP?

by Ema Roloff



AI, constant change, and shifting workplace expectations demand a new kind of leader. Digital leadership isn't about chasing tools. It's about leading change with clarity, building digital literacy, connecting across generations, and inspiring trust.

Digital leadership is the difference between staying relevant and falling behind. Let's step into it with confidence!



### UNLOCKING INNOVATION THROUGH IMPROVISATION

by Ian McCain



Innovation rarely shows up in a neat outline. It shows up when things don't go as planned. That's where improv comes in. We'll explore how improv comedy principles like "Yes, And..." help leaders face uncertainty head-on, pivot quickly when the script changes, and build a culture where collaboration isn't just teamwork, it's the stage for genuine innovation.



## THE ALGORITHM OF INFLUENCE: PERSONAL BRANDING IN ACTION

by Curtis Goldsborough



The digital marketplace continues to evolve. Leadership isn't just about expertise — it's about visibility, trust, and influence. This session explores how professionals can intentionally design and amplify their personal brand to stand out in crowded feeds, attract the right opportunities, and build authority that lasts. Curtis Goldsborough — insurance and insurtech leader, creator of LO\$\$ RATIO, and digital content strategist — will share actionable insight for growing your influence online and turning digital presence into real-world leadership impact.



## DISRUPTING MINDSETS: LEADING BEYOND YOUR COMFORT ZONE IN THE DIGITAL AGE

by Michelle Raue



In a fast-changing digital world, effective leadership requires courage to move beyond the familiar. In this session, Michelle Raue will share strategies for shifting mindsets, building confidence in uncertainty, and leading teams through transformation. Attendees will learn how to challenge assumptions, embrace discomfort, and inspire others to thrive in times of change.



## DIGITAL LEADERSHIP IN PRACTICE (PANEL)



Phillip Morris



John Lindsey



Eric Kimberling



Paige Lord

Hear from leaders who are living it every day. Executives, entrepreneurs, and change agents who not only manage teams and companies but also cultivate powerful personal brands. Together, they'll share how they balance visibility with authenticity, bridge generational divides, and use digital literacy to drive results.

Expect candid stories, practical insights, and actionable strategies you can take back to your own leadership journey.