



Bob Turner is a Higher Education Chief Information Security Officer and leads the information security and privacy program at the University of Wisconsin-Madison. His team of 40 professional staff and 20 student workers provide cybersecurity services including risk management and compliance, security operations center, security tools support, cyber intelligence analysis, security awareness, and information technology policy. Previously, Bob managed 45 cybersecurity consultants delivering security assessments and cybersecurity inspections. Bob served in the U.S. Navy for 23-years as a telecommunications operator then as a Communications and Information Systems officer. He earned BS and MS degrees in Management and Information Security and is a Certified Information Systems Security Professional.



Gerald J. Eastman Jr., Lieutenant Colonel (Ret) President, CEO, and Founder
Wisconsin Cyber Threat Response Alliance (WICTRA)

Mr. Gerald (Jerry) Eastman is responsible for working with internal and external partners to develop business relationships, processes and best practices. The position serves as the focal point for Private-Public Partnerships, facilitating sustainable strategic planning capability in physical and cyber security sectors.

In 2015, he started a unique partnership between the Department of Military Affairs and Public-Private Energy Companies in Wisconsin. He was instrumental in building an extremely successful coalition among critical infrastructure organizations. Additionally, he worked on national level policy in the Energy and Cyber/Communications sectors. This effort included development of a cyber/communications common operating picture for the National Cyber Communications Integration Center, DHS and Military Planner, for a national Energy Exercise, GRIDEX IV, under the North American Electric Reliability Corporation. In 2016, Mr. Eastman learned of and reached out to the Arizona Cyber Threat Response Alliance (ACTRA) and the Arizona Cyber Warfare Range.

Within eighteen months, his vision to develop a cyber information sharing network in Wisconsin has evolved. Realizing the unique ACTRA/AZCWR model could fill a cyber information sharing gap in WI, he led a senior leader team on a site visit to Arizona. Upon return Mr. Eastman coordinated several follow-on meetings to develop a strategic plan to stand-up the WI Cyber Threat Response Alliance (WICTRA). In July 2017, Mr. Eastman was hired as Acting President and CEO to start-up the WICTRA non-profit corporation. Currently, as the administrative and operations officer, his responsibilities include managing the following business areas: Governance, Membership, Administration, Finance, Training, Logistics and Marketing.

Eastman retired September, 30, 2017 after 32+ years in the Wisconsin National Guard. He served in many leadership positions during his career. These leadership assignments included: Deputy Director, Domestic Operations, Executive and Administrative Officer, Regional Training Institute, Chief, Service Member Support Division, Brigade Operations and Administrative Officer, Battalion Executive and Administrative Officer and Brigade Senior Human Resources Officer. He deployed to Afghanistan from

2002-2003. His military awards and decorations, include the Bronze Star for meritorious service in a combat zone.

His civilian education includes a MBA (concentration-Microsoft Computer Systems Engineering), Backer College and BS, Business Administration, UW-Platteville. LTC (Ret) Eastman graduated from many military leadership courses during his career, culminating in the Advanced Operations Course.



Tina Schuelke

"CEO, Podcaster, Executive Coach, Change Leader—Tina is the owner of the fast-growing consulting firm (Change Management Communications Center LLC) in Oshkosh, WI, and satellite offices in Chicago and Denver.

She selects and leads elite teams with proven skills and track records in transformative strategy, planning, assessments, coaching, consulting, and communications.

Tina's curious, courageous, and astute observational skills are useful in motivating and directing people, especially during change and transitional projects.

She has an exceptional ability to see through the chaos that occurs with change and eliminates waste, uncertainty, and diversions with grace and style.

Work with Tina to be challenged and also at ease in the driver's seat while being responsible for what used to be your organization's blind spots. #neverstopconquering



Jon Drosdick

Jon is the Director of Recruiting for New Resources Consulting headquartered in Milwaukee. He has over 20 years of experience as an IT Recruiter, Account Manager and Operational Leader.

New Resources Consulting is passionate about helping organizations nationwide improve through technology. Industries served include Healthcare, Manufacturing and Distribution, and Finance/Banking.

Carly Kroll

Carly's diverse background includes education, research, and communications. She is passionate about emerging technologies and their effects on the workforce. She holds a Master's in Education from National Louis University, and a Master's in Communication Technology from Marquette University.

In her position as the Director of Education at New Resources Consulting, she creates engaging workshops and thought leadership content to support clients in multiple industries. In addition to working at NRC, Carly is an adjunct instructor in communication at Marquette University. Formerly the PR and Marketing Manager for the Americas at Ubimax Inc., Carly created written content about augmented reality in industrial processes. She is experienced working in remote work settings with international colleagues.

She has written for groups such as the Electric Power Research Institute (EPRI), Association of Equipment Manufacturers (AEM) and the Augmented Reality for Enterprise Alliance (AREA). Additionally, Carly has presented on topics of AR in utility and manufacturing at multiple conferences as a subject matter expert.