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SPE® THERMOSET DIV. ANNOUNCES FIRST KEYNOTE FOR TOPCON 2026:

ARTIFICIAL INTELLIGENCE AND HOW IT CAN BENEFIT MANUFACTURING

Presented by: Matt Seitz – Executive Director: AI Hub for Business, University of Wisconsin

The SPE ThermoSet Div. is announcing its first keynote speaker for their annual TopCon event to be held on May 12 – May 13, 2026, at the Monona Terrace and Convention Center in Madison, Wisconsin. **“Artificial Intelligence and How it can Benefit Manufacturing”** will be presented by Matt Seitz – Director: AI Hub for Business, University of Wisconsin.

This keynote will focus on how leaders can apply AI to benefit their business. It will cover “adoption trends and the four levels of impact” from personal productivity to strategic differentiation. Drawing from case studies, it will include guidance on prioritizing AI initiatives along with practical applications for business and personal productivity.

About 75% of enterprises report positive ROI on AI investments and 88% plan to increase investment in 2026. Companies that have scaled AI enjoy a 1.5 x higher revenue growth and 1.4 x higher return on invested capital.

“Artificial Intelligence is the next productivity leap that will benefit all industries,” said Seitz. “In addition to presenting how AI can be harnessed to drive efficiency and competitive advantage in business, I am looking forward to presenting how AI can benefit manufacturing specifically,” continued Seitz.

Attendees will leave with a roadmap for evaluating opportunities, avoiding project pitfalls, and leading AI-literate teams.

The SPE ThermoSet TopCon 2026 will also feature technical presentations and exhibits highlighting advances in materials, processes, and equipment for thermoset technologies in multiple applications. The 2-day conference includes networking breakfasts, lunches, and a cocktail reception. Optional social events, including a tour of the Polymer Engineering Center at UW – Madison, golf outing at University Ridge Golf Course, and a sunset cruise on Lake Monona (weather permitting) are offered on May 11, the day before the conference begins.

Companies interested in sponsorship and/or exhibiting, and individuals interested in registering to attend the event should go to <https://spethermosets.org/topcon/> for more info or contact Teri Chouinard at intuitgroup@gmail.com.



Matt Seitz – Executive Director: AI Hub for Business, University of Wisconsin

Matt Seitz is a leader with a passion for driving growth through technology and AI. A recognized thought leader in artificial intelligence, data analytics, and digital transformation, Matt brings 30 years of experience helping organizations solve business challenges through technology.

As Director of University of Wisconsin's AI Hub, Matt leads initiatives to advance AI research while fostering industry partnerships and preparing students for AI leadership roles. He authors a widely-read newsletter on AI and regularly delivers keynote presentations on technology and AI for business.

During his tenure as Director of Performance for Google Retail, Matt helped top U.S. retailers leverage AI-powered advertising and analytics to drive growth. He pioneered Google's retail insights program across merchandising, stores, and retail media, helping improve profit margins, customer experience and operational efficiency. Matt also led Google's omnichannel strategy and built a playbook to help CFOs better evaluate financial impact of digital investments.

Matt's previous experience includes technology leadership roles at McDonald's, where he led systems integration for a global supply chain transformation and Abbott Laboratories, where he built a new approach for digital and social media analytics.

Matt holds an MBA from Northwestern University's Kellogg School of Management and serves as an executive advisor for the Keystone consulting group. An avid endurance athlete, Matt has completed fourteen marathons and four Ironman triathlons. He lives in Skokie, Illinois with his wife and three children.

Topcon Sponsors: SPE Thermoset TopCon 2026 sponsors to date include: Plenco; Mar-Bal; Omya, IDI Composites; LyondellBasell; Cimbar Resources; American Colors; Johns Manville; ALTA Performance Materials; Polynt Group; Avinthia; Lambient Technologies; Molding Products; Fmtec Solution NA; Owens Corning and ICT Molding Solutions.

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