

Wisconsin Technology Council: Former Google Ventures partner to open Tech Summit on March 17

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Tracie Rotter, former Google Ventures partner, will open the eighth annual [Wisconsin Tech Summit](#) by discussing how to build innovative relationships between major firms and emerging companies.

[General admission registration is open.](#)

While a partner at Google Ventures, Rotter established GV Partnerships as a formal practice area, bringing together corporations and startups to drive innovation through commercial opportunities, partnerships, strategic investments and acquisitions. Rotter's keynote presentation is sponsored by [Marshfield Clinic Health System](#).

"Tracie Rotter has spent more than a decade helping major and emerging firms explore mutually beneficial relationships, which is the core of the Wisconsin Tech Summit's goal," said Tom Still, president of the Wisconsin Technology Council. The Tech Council is co-producing the Tech Summit with the Wisconsin Healthcare Business Forum.

The Tech Summit is built around a series of brief meetings, or "speed dates," to foster communication and partnership between 22 major firms and about 80 emerging companies.

The March 17 Tech Summit will also include:

- Educational “Office Hours” seminars, which will be available to all participants during those times in which they are not scheduled for individual meetings;
- An event overview and opening discussion to help set the stage for emerging companies by allowing major firms to talk generally about their goals, needs and emerging markets, and;
- A plenary panel examining trends in healthcare data.

Sponsors thus far include; [American Transmission Co.](#), [AT&T](#), [AVI Systems](#), [Baird Capital](#), [BDO](#), [Concordia University Wisconsin](#), [Dedicated Computing](#), [Flad Architects](#), [Insperity](#), [Kimberly-Clark](#), [Marshfield Clinic Health System](#), [Northwestern Mutual](#), [PDS](#), [RSM](#), [UMOS](#), [University Research Park](#), [UW-Madison Office of Business Engagement](#), [UWM Research Foundation](#), [Varonis](#), [Versiti](#), [WEA Trust](#), [Wisconsin Economic Development Corp](#), [WHEFA](#) and [Zendesk](#).

Visit wistechsummit.com for more information on the event, the application process, registration and sponsorship opportunities.