

# **UW-Whitewater: Alumnus Joe Scanlin's smart building company acquired by global manufacturing leader**

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**WHITEWATER, WI - February 16, 2026.** The University of Wisconsin-Whitewater College of Business and Economics (CoBE) is celebrating a milestone achievement as alumnus Joe Scanlin (2012), founder and CEO of Scanalytics, announces his company's acquisition by East West Manufacturing, a global technology manufacturing leader backed by the Michael and Susan Dell Foundation with over 25 years of operations spanning seven countries.

Scanlin's journey from Warhawk student entrepreneur to industry innovator exemplifies the entrepreneurial spirit cultivated in the business school. Scanlin, a 2012 CoBE graduate, earned a prestigious Launchpad Scholar Award as an undergraduate management major in 2011; a competitive Launchpad grant is given to elite students selected through a rigorous process similar to that of a seed-stage accelerator and based on academic performance and potential for success in developing a successful startup.

Scanlin's company, Scanalytics, pioneered smart flooring technology that transforms buildings into intelligent systems capable of real-time occupancy tracking, space optimization, and enhanced safety. The company's innovative hardware and software solutions enable building owners to capture actionable insights that improve energy efficiency, optimize operations, and create safer environments across commercial and residential settings.

"Joe's success represents everything we strive to achieve at CoBE," said Dean Dr.

Paul Ambrose. “We don’t just educate business students in the classroom; we empower innovators to transform industries. Joe took an idea, nurtured it through our Launchpad program with the support of our world-class faculty, and built a company that’s literally changing how the world thinks about buildings. That’s the power of combining entrepreneurial vision with the resources and mentorship available at Wisconsin’s largest business school. This acquisition validates not only Joe’s brilliance, but also the ecosystem of innovation we’ve built at CoBE.”

The acquisition underscores the growing recognition of smart building technology as essential infrastructure for the AI-driven future. As Scanlin noted in announcing the deal, “buildings represent the largest, most expensive computers we never instrumented and Scanalytics’ technology creates the measurement layer that makes physical spaces legible to software and AI systems.”

“Watching Joe’s journey has been extraordinary,” said Dr. Choton Basu, Professor of Information Technology and Supply Chain Management. “What made Joe stand out from day one was his ability to see possibilities others missed. The Launchpad Scholar program provided him with the initial support to explore his vision, and it was his determination, strategic thinking, and willingness to tackle complex problems that ultimately turned that vision into reality. This acquisition is a testament to the caliber of entrepreneurs we attract and develop at CoBE. When students have bold ideas, we encourage them; mentor them, and connect them with the resources and networks they need to succeed.”

“What sets CoBE apart is that we’re not just teaching from textbooks; we’re actively engaged in providing immersive experiences that shape the next generation of business leaders and entrepreneurs” said William Dougan, Professor of Management. “As Joe’s Launchpad mentor, I observed firsthand how he thrived in our culture of hands-on faculty engagement. The spirit of the Launchpad program is to accelerate the successful careers of student entrepreneurs and Joe has shown what’s possible when talented students meet faculty who are genuinely and actively committed to their success.”

CoBE’s Launchpad program continues to serve as a catalyst for student entrepreneurs, providing funding, mentorship, and resources to transform innovative ideas into viable businesses. The program reflects CoBE’s commitment to experiential learning and real-world impact by connecting students with faculty advisors, industry experts, and potential investors who can accelerate their ventures.

As Wisconsin's largest accredited business school, CoBE serves over 5,000 students and holds elite AACSB accreditation in both business and accounting: a distinction achieved by only 1% of institutions worldwide. The college's commitment to innovation extends beyond the classroom, with faculty actively engaged in research, entrepreneurship, and industry partnerships that create opportunities for students to learn by doing.

Under the terms of the acquisition, Scanalytics will retain its brand and operate as a product division of East West Manufacturing, combining its proprietary smart flooring technology with East West's global manufacturing, supply chain, and distribution capabilities to scale production and reach new markets worldwide.

For more information about the College of Business and Economics or the Launchpad program, visit [uww.edu/cobe](http://uww.edu/cobe) or [uww.edu/cobe/knowledge-centers/launch-pad](http://uww.edu/cobe/knowledge-centers/launch-pad), or email [cobe@uww.edu](mailto:cobe@uww.edu).

### **About Joe Scanlin and Scanalytics**

Joe Scanlin is a 2012 graduate of UW-Whitewater's College of Business and Economics and the founder and CEO of Scanalytics. He was awarded a CoBE Launchpad Scholar grant in 2011. Scanalytics develops smart flooring technology that transforms physical spaces into intelligent systems capable of real-time data collection and analysis. Learn more at [www.scanalyticsinc.com](http://www.scanalyticsinc.com).