



## April Presentation Event: The Business Model Canvas

Wednesday,  
April 20<sup>th</sup>, 2016  
6:00-8:00 p.m.

UC Davis Extension  
Sacramento, CA

**RSVPs are required for this event. Please RSVP by FRIDAY, April 15<sup>th</sup> to [info@sacramento.iiba.org](mailto:info@sacramento.iiba.org)**

**This event is free for IIBA-SVC members and \$10 for non-chapter members**



### **Mike Mangelson – Business Architect**

Even though Mike grew up through the IT application development space, his primary interest has always been in finding ways to improve business processes and operations. Through the past 10 years, he has learned and adopted different techniques, such as Agile, to improve how his company, VSP, operates.

Once Mike learned about the Business Model Canvas, he realized it was a great tool to help Business Analysts and Architects create a simple, high level view of the business. He has used this tool and technique with several different business partners within VSP, as well as teaching it as part of a Strategy Analysis class through UC Davis extension.



### **Julie Hughes – Program Manager, Independent Business Consultant, BPI Coach, Facilitator**

With over 25 years as a Business Analyst, Program Analyst, and Strategic Development Analyst, Julie offers an array of experience from the telecom and health care industries. Although an admitted nut for business development, she also enjoys and appreciates every opportunity to coach and train others to become the most valuable resource to their organization. With an expansive work portfolio, Julie engages company executives to get from idea to execution. She also dabbles in Organization Transformations, Business Process Improvements, and Training/Facilitation.

**Together, Mike and Julie have worked at VSP on some exciting initiatives, as well as part of a small but mighty Feasibility and Intake team.**

**Please join us for this interesting and outstanding event!**