

The Peter F. Secchia Breakfast Lecture



**SEIDMAN COLLEGE
OF BUSINESS**

GRAND VALLEY STATE UNIVERSITY®

The Seidman College of Business and Siemens Software are pleased to invite you to the upcoming Secchia Breakfast Lecture:

AI at Scale: How Industry Leaders Are Embracing the Future of Work

PANELISTS FROM SIEMENS SOFTWARE:

SIEMENS



Kevin Drooger

Vice President of Solutions
& Process Consulting

» [Kevin's Full Bio](#)



Craig Muscott

Director of Software
Asset Management

» [Craig's Full Bio](#)



Dave Athey

Manager Compliance
& Logistics

» [Dave's Full Bio](#)



Stephen Crescenti

Presales Solutions
Consultant

» [Stephen's Full Bio](#)



Wednesday, September 24, 2025



7:30 a.m. Breakfast

8:00 a.m. Opening Remarks

8:10 a.m. Panelists Discussion

8:40 a.m. Q&A

9:15 a.m. Breakout Session A

10:15 a.m. Breakout Session B

**This in-person event is free and open
to the public. Registration is required.**

» [Register Now](#)

by September 16



L. William Seidman Center
50 Front Ave SW, Grand Rapids, MI 49504



Fulton Lot; overflow parking in
Seward Ramp. View [Campus Map](#).

Learn More: www.gvsu.edu/seidman/secchia



Questions: +616-331-7100 or grabauka@gvsu.edu