



Modernization and the Customer Experience Panelists

MODERATOR Amy Pearson - Chief of Staff to the State CIO, WaTech



As the Chief of Staff to the WaTech Director and State CIO, Amy provides high-level strategic and operational support to the agency's leadership team. This new role at WaTech requires a combination of leadership, coordination, and strategic vision to help the organization achieve its goals. Amy also leads WaTech's Strategic Advisory Services, a new initiative focused on collaborating with state agencies to provide expert consulting and resources for complex, high-visibility projects, ensuring they stay on track and achieve successful outcomes.

With more than 20 years of experience across diverse state agencies, Amy has a strong background in project management, oversight, and quality assurance. She has previously served as a quality assurance analyst, delivering independent verification and validation for large-scale government initiatives.

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Alysha Myers - Customer Experience Administrator, Department of Licensing



Alysha Myers leads the Customer Experience team for the Washington State Department of Licensing, with a focus on viewing services from a customer perspective and promoting customer-centric improvements across the organization. With over 20 years of experience in business and technology roles, she has led significant projects, including a website redesign that won awards.

She has served in various capacities, such as business architect and systems analyst, and has been involved in statewide HR system implementations. Alysha holds a degree in Business Administration (HR specialization) from Central Washington University and holds Professional Human Resources, Prosci Change Management, and Certified Diversity Executive certifications.

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Suzanne Boyd - Founder & CEO, Anthro-Tech, Inc.



Suzanne Boyd is the Founder and CEO of Anthro-Tech, a human-centered design consultancy focused on helping government agencies, nonprofits, and social impact organizations create accessible, user-friendly products and services. With over 25 years of experience, Suzanne is a trusted advisor known for embedding human-centered design principles into operations and fostering customer-focused cultures that drive meaningful change.

As an Assistant Affiliate Professor at the University of Washington since 2001, she teaches in the Human-Centered Design & Engineering Master's Program. Suzanne has led large-scale digital transformation projects, specializing in institutionalizing HCD, enhancing cross-channel customer experiences, and developing innovative, digital-first strategies for government services.

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Wendy Wickstrom - Web & User Experience Manager, WaTech



Wendy Wickstrom is the Web & User Experience Manager for WaTech, bringing 24 years of experience in web development, user experience, and human-centered design. She manages a team of seven web developers responsible for maintaining over 120 state agency websites. She has contributed her expertise to four different Washington state agencies, consistently focusing on improving digital services and enhancing the user experience. Wendy's deep knowledge of web technologies and design principles makes her a valuable leader in advancing accessibility and innovation in state government platforms.

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Dan Renfroe - Deputy Program Director, Integrated Eligibility & Enrollment (IE&E) Modernization Program, WaTech



Dan Renfroe has supported public sector IT modernization for 20 years focused on analysis, project & program management, and governance, with over 10 years serving Washington state. He currently serves as deputy for a program to transform the health and human benefits service experience for over 3 million Washingtonians, staff, and community partners. Human-centered design is a core principle of the program and Dan has overseen the engagement of vendors and staff to re-envision the core touch points in the benefits eligibility process from a human-centered lens.

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