

The logo features the word "FLORIDA" in large white letters, with a stylized orange and green graphic of a flower or network above the "O". Below "FLORIDA" is the text "SIMULATION SUMMIT" in blue.

FLORIDA SIMULATION SUMMIT

SMART DECISIONS
BUILD SMART CITIES:
**OPTIMIZING OPERATIONS
WITH AI AND SIMULATION**

FRIDAY, MAY 9, 2025



THE NATIONAL CENTER
FOR SIMULATION



Greetings:

I am thrilled to welcome you to the 2025 Florida Simulation Summit!

This year marks a proud milestone for the Florida Simulation Summit—10 years of collaboration between Orange County Government and the National Center for Simulation. Together, we have built a premier platform showcasing the Modeling, Simulation, and Training (MS&T) industry.



I want to thank the National Center for Simulation for their ongoing partnership and the many sponsors who supported today's event. This commitment highlights the MS&T industry as a multibillion-dollar economic engine in Central Florida, positioning the region as the global innovation hub.

The theme of this year's summit, "Smart Decisions Build Smart Cities: Optimizing Operations with AI and Simulation," demonstrates how the MS&T industry has advanced technologies that enable companies and communities to learn, adapt, and move toward a smarter and more resilient future. Panelists from IBM, NVIDIA, and other major companies will share their best practices and interactive demonstrations of cutting-edge AI and simulation technologies. Innovation and collaboration have been key pillars of my administration. By convening visionary leaders, researchers, and companies for over a decade at the Florida Simulation Summit, we have shown the impact they can have on this region and beyond.

Whether you are an experienced simulation expert or new to the field, the Florida Simulation Summit offers valuable insights and opportunities to connect professionals who are passionate about leveraging technology to build smart cities. We invite you to be part of this collaboration by sharing your insights and helping to expand the broader MS&T community.

Once again, welcome to the 2025 Florida Simulation Summit. I wish you all the best for a successful summit!

Sincerely,

A handwritten signature in blue ink that reads "Jerry L. Demings". The signature is fluid and cursive, with the first name "Jerry" being particularly prominent.

Jerry L. Demings
Orange County Mayor



Agenda

7:30 to 9 a.m. | Registration, Breakfast and Exhibitions

9 to 11:45 a.m. | Morning Session

OPENING REMARKS

Valerie Boey Ramsey, Owner, VBR Ink

WELCOME

George Cheros, CEO, National Center for Simulation

The Honorable Mayor Jerry L. Demings, Orange County Government

Industry Applications for Digital Twins

Christina Bouwens, Ph.D., Simulation Technology Strategist

David Bragg, National Security Program Area Lead, University of Florida

Carolina Cruz-Neira, Ph.D., Interim Director, Institute for Simulation and Training (IST), University of Central Florida

Nidal Qwasmi, Ph.D., Emerging Technology Leader, IBM Consulting

INTERACTIVE DEMOS

Sheena Fowler, CEO, Innovate Orlando

Bobby Carlton, Global Business Development for Digital Solutions, FS Studio

Matthew Hogan, Founder and CEO, M3D Technologies

Justin Spears, Chief Growth Officer, M3D Technologies

10:45 to 11 a.m. | Morning Break & Exhibitions

Operational Excellence: Emerging Technology Powering Smarter Cities

Brett Moushon, Managing Partner, Transform XD

Frank Martz, City Manager, City of Altamonte Springs

Mark Reid, Co-Founder and SVP of Public Affairs, Beep, Inc.

Kurt Schmidt, Business Development Manager, NVIDIA

11:45 a.m. to 12:45 p.m. | Lunch and Exhibitions

12:45 to 2 p.m. | Afternoon Session

AFTERNOON REMARKS

Beverly Seay, Southeast Regional Director, U.S. Department of Defense

KEYNOTE ADDRESS

From Battlefields to Smart Cities: Forging the Future with AI and XR

Lynn Welch, Growth Strategist, Lucid Reality Labs

Investing in Intelligence: How AI and Simulation Are Powering the Smart Cities of Tomorrow

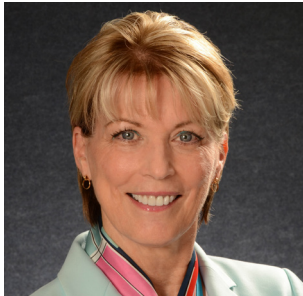
Suyash Mohan, VC Investor, Plug and Play Tech Center

Yaser Fallah, Ph.D., CEO, Currus AI

Rocio Frej Vitale, Founder & CEO, SkyTL, Powered by Improving Aviation

CLOSING REMARKS

George Cheros, CEO, National Center for Simulation



BEVERLY SEAY
Chair: Florida Simulation Summit

Beverly is the southeast regional director for the Defense Innovation Unit in the U.S. Department of Defense and chair of the Florida Simulation Summit. She aims to increase awareness of modeling and simulation technologies and their applications.



GEORGE CHEROS
Co-Host: Florida Simulation Summit

George is president and CEO of the National Center for Simulation. He drives the organization's mission to promote the growth of the modeling and simulation industry and support public policies that foster its growth.



VALERIE BOEY RAMSEY
Emcee: Florida Simulation Summit

Valerie is owner and CEO of VBR Ink and an award-winning journalist. As a freelancer, Valerie reports the news for WFTV and is a breaking news contributor for the *New York Times*. She was named one of *Orlando Magazine's* 2025 Women of the Year.



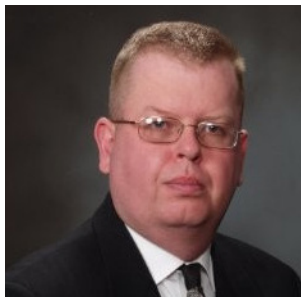
LYNN WELCH
Keynote Speaker: From Battlefields to Smart Cities: Forging the Future with AI and XR

Lynn is a global innovator pioneering frontier AI and immersive XR technologies. She draws upon decades of visionary leadership, beginning with foundational contributions at the renowned government think tank, the Institute for Defense Analyses (IDA), where she worked on early large-scale immersive military training simulations like the Battle of 73 Easting.



CHRISTINA BOUWENS, PH.D.
Moderator: Industry Applications for Digital Twins

Dr. Christina Bouwens is an engineering and technology strategist with over 30 years of experience in the application of modeling and simulation across the full systems engineering lifecycle, supporting research, experimentation, testing, and training.



DAVID BRAGG
Panelist: Industry Applications for Digital Twins

David is a retired Army Signal Corps noncommissioned officer with 30 years of experience in information technology. He has extensive experience in network and cyber operations in both defensive and offensive capabilities.



CAROLINA CRUZ-NEIRA, PH.D.
Panelist: Industry Applications for Digital Twins

Dr. Carolina Cruz-Neira is a globally recognized pioneer in modeling and simulation, best known as the inventor of the CAVE (Cave Automatic Virtual Environment). As Interim Director of the Institute for Simulation and Training at UCF, she brings deep technical expertise and a long-term strategic vision.



NIDAL QWASMI, PH.D.
Panelist: Industry Applications for Digital Twins

Dr. Qwasm is a Smart City and digital transformation leader with more than 30 years of technology industry experience. He has led large-scale urban technology initiatives and implemented AI-powered urban monitoring systems.



SHEENA FOWLER
Moderator: Interactive Demos

Sheena is CEO of Innovate Orlando and a driving force in establishing Orlando as a technology and innovation hub. She is a recognized leader in business and innovation, having earned spots on *Orlando Business Journal's* 40 Under 40 and Women to Watch lists.



BOBBY CARLTON
Speaker: Interactive Demos

Bobby leads Global Business Development for Digital Solutions at FS Studio, a 3D studio. He is a member of the SXSW XR Pitch Advisory Board, a speaker at innovation conferences, and a judge at the XR Awards. As a technology expert, he is also a regular guest on the Petrie Hosken Show on TalkTV, a UK-based news channel.



MATTHEW HOGAN
Speaker: Interactive Demos

Matthew is the founder and CEO of M3D Technologies and a U.S. Navy veteran, who leads a cutting-edge immersive technology company specializing in the development of interactive XR experiences for experiential engagement. Matthew is driven by a vision to revolutionize how people interact with digital media.



JUSTIN SPEARS
Speaker: Interactive Demos

Justin is chief growth officer at M3D Technologies and a U.S. Navy veteran. In both military and civilian settings, he has successfully led large-scale change management efforts, executed multimillion-dollar programs, and introduced new technologies and operational models.



BRETT MOUSHON
Moderator: Operational Excellence: Emerging Technology Powering Smarter Cities

Brett provides strategic leadership and technology innovation in Digital Twins and Virtual Design and Construction (VDC) technologies for Owners. His industry leadership helps Owners transform and adopt an end-to-end digital building lifecycle and its benefits.



FRANK MARTZ
Panelist: Operational Excellence: Emerging Technology Powering Smarter Cities

Frank is the City Manager of Altamonte Springs, Florida. He launched the Altamonte Global Innovation Lab, which serves as a testbed for the development of both the public and private sectors and includes partnerships with local governments county-wide.



MARK REID
Panelist: Operational Excellence: Emerging Technology Powering Smarter Cities

Mark is co-founder of Beep, Inc. He has over 30 years of sales, business development, marketing and operations management experience in the telecommunication and transportation industries.



KURT SCHMIDT
Panelist: Operational Excellence: Emerging Technology Powering Smarter Cities

Kurt is a performance-driven, solutions-oriented consultative seller. He boasts 15 years of experience in technical sales with municipalities, educational institutions, and blue-chip and Fortune 100 organizations.



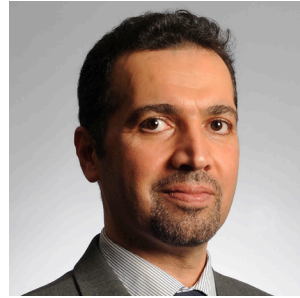
SUYASH MOHAN
Moderator: Investing in Intelligence: How AI and Simulation Are Powering the Smart Cities of Tomorrow

Suyash is a venture capital investor for Plug and Play Ventures, an early-stage venture capital firm investing in business-to-business pre-seed Series A startups. He leads venture activities out of Florida.



ROCIO FREJ VITALLE
Panelist: Investing in Intelligence: How AI and Simulation Are Powering the Smart Cities of Tomorrow

With 15 years of experience in integration of emerging vehicles, Rocio leads the development of SkyTL, a software platform that delivers actionable information to prevent natural disasters and national security threats.



YASER FALLAH, PH.D.
Panelist: Investing in Intelligence: How AI and Simulation Are Powering the Smart Cities of Tomorrow

Dr. Yaser P. Fallah, is the vice president and director of Currus AI, a provider of connected AI solutions for smart mobility and live digital twin applications. He is a professor at UCF and an expert in AI, autonomous vehicles, sensor processing and software system design.

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