University of New Hampshire
Peter T. Paul College of Business and Economics

Center for Family Enterprise

December 2026 Program

Ready, A.I.M., Transform: How Family Businesses Turn Conflict and Change Into Alignment



Candice Benson
Founder and CEO
Benson Consulting



Melissa Jurkoic
Chief Operations Officer



Jason Alexander
Chief Revenue Officer

Change is constant in every family business—yet the greatest challenges often arise not from the change itself, but from assumptions, miscommunication and a lack of alignment within the family.

Candice Benson, founder and CEO of Benson Consulting, will be joined by COO Melissa Jurkoic and CRO Jason Alexander. Together, they bring more than 20 years of experience helping organizations navigate change, technology and growth.

Using the A.I.M. framework—Align, Inspire, Mobilize—this session will explore how to build family alignment, help next-generation leaders introduce change successfully, recognize early signs of lost buy-in, and prevent disagreements from becoming conflict. A real-world family business case study will illustrate how a founder and successor overcame challenges to move transformation forward.

Designed for family business owners, next-generation leaders, family members and executives, participants will leave with practical tools to navigate change and bring their people along.

Candice Benson, Founder and CEO Candice Benson is the CEO and founder of Benson Consulting, a certified Woman-Owned change management and project delivery firm that she has built and led for more than 25 years. A Prosci-certified change management practitioner, she has led change across academia, technology, utilities, finance, life sciences, manufacturing, nonprofits, and major M&A transactions. She serves as Vice Chair of AI in NH.

Melissa Jurkoic, Chief Operations Officer Melissa Jurkoic is the COO and EOS Integrator at Benson Consulting, where she runs day-to-day operations and builds the systems that make delivery repeatable and scalable. She brings 16 years as a software engineer and architect, including a Solutions Architect role at Amadeus Hospitality and Chief Experience Officer positions at two Salesforce-powered companies.

Jason Alexander, Chief Revenue Officer Jason leads sales strategy, partnerships, and the firm's AI advisory practice. He is also the founder and CEO of Chief AI, a fractional Chief AI Officer advisory firm. Earlier in his career, Jason co-founded and scaled Alexander Technology Group and BANKW Staffing into a $100M enterprise. An Inc. 5000 honoree and Business of the Year winner, he co-chairs the NH Technology Alliance AI Task Force and is a Trustee of the NH Tech Alliance. A sought-after speaker on AI adoption and governance, Jason operates from a core conviction: AI doesn't fail on the technology. It fails on how people work with it.

WEDNESDAY
December 2, 2026
Bellavance Beverage Co.
46 Pettengill Rd.
Londonderry, NH

8–8:30 a.m. Registration & Networking
8:30–10:30 a.m. Program
10:45 a.m. Facility Tour

CEO & FAMILY ENTERPRISE CENTER
CENTER FOR FAMILY ENTERPRISE

MEMBERS: No Charge
To reserve a space, email cfb.ceo@unh.edu or phone 603-862-1107

NOT-YET-MEMBERS:
One-time trial $99 /person

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or email cfb.ceo@unh.edu

Please Register by Nov. 24

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