



April 10, 2012

## Meet Digital Rochester Technology Woman of the Year nominees

*Staff report*

Digital Rochester will announce the Technology Woman of the Year at its annual awards breakfast on Thursday, April 26 at Locust Hill County Club.

Eleven women have been nominated for the 2012 prize. They work in a variety of fields, including optics, gaming, information technology and healthcare.

Digital Rochester has been giving the award since 2000. Last year's winner was Victoria Van Voorhis, founder and CEO of Second Avenue Software, Inc., in Pittsford.

Here are the 2012 nominees:

### Cheryl Carney

**Position:** Rochester Regional Director for Windstream Corporation, responsible for the company's enterprise business sales. Windstream's core focus is offering enterprise accounts advanced network solutions, with focus on wide area network solutions; cloud computing; managed services; and customer premise equipment.

**Education:** Bachelor's degree from St. John Fisher College and her MBA from Le Moyne College.

**Other:** Cheryl has over 16 years of telecommunication and sales experience. She has been with PAETEC/Windstream organization since 2000 and has been consistently recognized as a top performer. She is Actively involved in the Central NY Chapter of Autism Society of America.

### Dawn DePerrior

**Position:** Senior Director Clinical Enterprise Information Technology, University of Rochester Medical Center (URMC), responsible for transforming the way over 10,000 clinicians deliver care in two hospitals and across 162 ambulatory clinics with the implementation of eRecord, an integrated electronic health record.

**Education:** Undergraduate degree from Wake Forest University and M.B.A. in Quantitative Analysis from the University of Cincinnati.

**Other:** She played a leadership role in the startup of the Greater Rochester RHIO, our region's health information exchange. Dawn also was a co-founder of an internet-based search and registration engine, where she led business development, capital funding, and technology design and deployment. She is a regular guest lecturer at The Simon School of Business, and mentors students and assists colleagues during career transitions.

### Elizabeth Amato Fleck

**Position:** Manager of Health Information Systems at Innovative Solutions Health IT, where she works

to develop and adapt clinical optimization services that are customized to meet the specific needs and expectations of her healthcare clients.

**Education:** Bachelor of Science Degree in Education and Psychology from St. John Fisher College, Master of Science in Healthcare Administration from Roberts Wesleyan College.

**Other:** She brings to the industry hands-on knowledge of healthcare work flow processes, having served as administrator for a large OB-GYN practice. Elizabeth is recognized as a trusted advisor by healthcare organizations, providing them with grant/subsidy alignment, federal and state initiative programs, work flow enhancement and Electronic Health Record optimization tools.

## Uma Gupta

**Position:** Founding President and CEO of PlanetGPA, assisting campus internationalization of U.S colleges and universities and international student recruitment. She is also the founder and Executive Director of STEM-SMART, an online community dedicated to increasing the pipeline of U.S. students pursuing science, technology, engineering and mathematics degrees and careers.

**Education:** PhD in Industrial Engineering and MBA from University of Central Florida, Masters and Bachelors degrees in Mathematics from Stella Maris college.

**Other:** At Creighton University, as Endowed Chair of Information Technology, she helped launch the first Women in Technology group and the first conference for Women in Technology; 15 years later, this organization still continues to grow and thrive. As Dean at the University of Houston, Uma worked to build bridges between educational institutions and the corporate sector and for her efforts was recognized as a Top Ten Women in Technology in Houston. Today the non-profit she founded works closely with the Rochester City School District and Latinas Unidas to build a steady pipeline of educated citizens.

## Jennifer Indovina

**Position:** CEO and Co-Founder of Tenrehte Technologies, a clean tech company that produces wireless consumer electronics products. Tenrehte's first product is the PICOWatt™ Smart Plug, an energy saving outlet adapter that gives you remote control over the power your devices consume.

**Education:** Bachelors degree in Electrical Engineering and MBA from RIT.

**Other:** Jennifer is a clean tech entrepreneur, political energy advisor, and TED Fellow. The PICOWatt™ Smart Plug received the 2010 Best of CES Green Product Award, as well as being featured in the New York Times, Popular Science Magazine, Treehugger.com, and BusinessWeek.

## Jennifer Kruschwitz

**Position:** Independent consultant in optical interference coatings; the only woman in the United States who consults in this field. Also an adjunct assistant professor to the University of Rochester and the University of Arizona.

**Education:** B.S. and M.S. degrees in Optics from the University of Rochester; currently studying for her PhD in Color Science at RIT.

**Other:** She is a Senior Member of the Optical Society of America (OSA) and a member of the International Society of Optical Engineers. Jennifer works with MCC (where she sits on the Optical Technology Advisory Board) and East High School in organizing the "Summer Sizzler" to introduce optics to teens in their senior year. She serves on the Board of The New Agenda, a national organization dedicated to improving the lives of women and girls by bringing about systemic change in the media, at the workplace, at school and at home. Jennifer is also a certified 3rd degree black belt in Taekwondo.

## Sally Loughry

**Position:** Director of Customer Service at M5 Networks – The Cloud Division of ShoreTel. She promotes the Talent Factory, actively hiring the best talent to support cloud-based unified communications technology.

**Education:** Masters degree of Strategic Leadership from Roberts Wesleyan College and a Bachelors degree in Journalism/Corporate Communications from University of Tennessee-Knoxville

**Other:** She has a passion for leadership and values the opportunity to recruit and watch female employees grow within the technology field. Sally is an active volunteer in her home community of Avon, Livingston County.

## Robin Louvain

**Position:** Software Program Manager for Carestream Health, responsible for all software development associated with digital X-ray detectors, a core component of Carestream's DRX product portfolio. She led commercialization teams for the last two major software releases for DRX products, which has furthered the success of this product family. Robin helped establish Carestream's Service Center of Excellence for healthcare IT in Rochester, including hiring, training and developing new personnel.

**Education:** MS in Product Development from RIT and BA in Mathematics from SUNY Geneseo; also certified Project Management Professional.

**Other:** She is an adjunct faculty member at RIT. She also has spent the last 17 years volunteering with the Boy Scouts of America and is currently Vice President for Iroquois Trail Council, overseeing membership in a five-county area.

## Cheryl Nelan

**Position:** President and Owner of CMIT Solutions of Monroe, helping Rochester-area businesses make good technology. She spent over 20 years advancing support technology for large, global corporations in the Rochester area before starting her own business.

**Education:** MBA from the Rochester Institute of Technology and a B.S. Degree from the State University of New York at Geneseo

**Other:** She supports local organizations, including the Make-a-Wish Foundation, the Child Care Council, and the Young Entrepreneurs Academy. She is a board member for Executive Women's Golf Association and an active member of the Rochester Business Alliance, Webster Chamber of Commerce and Digital Rochester. She supports and mentors other professional women, including speaking to RIT's female students in their "You Go Girl" series, and personally hiring, developing and promoting women in the workplace.

## Jessica DeGroote Nelson

**Position:** Research and Development Manager of Optimax Systems, Inc., an optical components manufacturer dedicated to small volume, high quality and quick delivery. She has improved the internal optical manufacturing processes at Optimax and has won five Small Business Innovation Research (SBIR) awards and is leading the research on these initiatives,

**Education:** PhD, Masters and Bachelors degrees from the University of Rochester's Institute of Optics.

**Other:** She an adjunct faculty at The Institute of Optics at the University of Rochester. She is also an active member and presenter with the Optical Society of America (OSA), SPIE (the international

society for optics and photonics), American Ceramic Society (ACerS) and the American Society of Precision Engineers (ASPE). She is treasurer of the Optical Society of America – Rochester.

## Jennifer Shanley

**Position:** CEO and founder of Zwirlz, Inc., an entertainment software company that creates video games for young girls, encouraging girls to be active and social with technology.

**Background:** She is experienced in video game marketing, design, and the psychology of play. She involved students at the Rochester City School District's School # 54, and other young community members in the design of Zwirlz' premiere product while teaching them about game development. Local college students and graduates also worked on Zwirlz products.

**Other:** Jen is an active member of AppRochester, a local application development community, and advises developers and business owners on how to leverage social media to develop and market their products. She is an active volunteer with the Fairport School District's PTSA, the Fairport Red Raider Robotics Team, and the Dignity for All Students Act Committee. She is a mentor for parents on Autism Spectrum Disorders and Special Education.

## Additional Facts

Annual Technology Woman of the Year Awards Breakfast

**Event:** Awards breakfast to recognize, celebrate, and make visible the achievements of women in high technology fields.

**Time:** 7:30 a.m.

**Location:** Locust Hill Country Club, 2000 Jefferson Rd., Pittsford

**For tickets:** Go to: [digitalrochester.com/events/2012-technology-woman-of-the-year/twy-2012-nominees/](http://digitalrochester.com/events/2012-technology-woman-of-the-year/twy-2012-nominees/)

**Cost:** \$45 for Digital Rochester members, \$50 for non-members

**Donations:** Donations for Volunteers of America's Working Wardrobe will be collected at the event. Learn more about the donation program at [voawny.org/Our-Programs/Community-Outreach/Working-Wardrobe.html](http://voawny.org/Our-Programs/Community-Outreach/Working-Wardrobe.html)

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