



TechRochester
Technology Woman of the Year
Awards Ceremony

Casa Larga Vineyards
April 25th, 2024
7:30 AM - 10:00 AM

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2024

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Assistant Professor, University of
Rochester

Cindy Donovan

SVP, Chief Information Officer,
Monro

Megan Jaffarian

Group Engagement Director, The
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Melissa Royo

Director of AI Consulting
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Welcome to the 24rd Annual TechRochester Technology Woman of the Year Awards Ceremony!

Welcome to TechRochester's Technology Woman of the Year awards! We are thrilled to have you join us as we celebrate and honor the outstanding contributions of women in technology.

For nearly a quarter of a century, the Technology Woman of the Year awards have been a pivotal part of TechRochester's mission to empower and honor women in technology. This award symbolizes our enduring commitment to recognizing the exceptional contributions that women have made to their organizations, their professions, and their communities.

This year, we have an extraordinary line-up of nominees and finalists, all of whom have demonstrated exceptional resilience, creativity, leadership, and vision. They are not just leaders in their fields, but they are also role models for aspiring technologists and innovators. As we celebrate these phenomenal women, we also aim to inspire more women to venture into technology, a field that is constantly evolving and offering endless possibilities. We believe in the power of diversity and inclusivity in driving innovation and we are committed to fostering an environment that supports this.

My deepest gratitude goes to each one of you for being here today to celebrate these extraordinary women. Your presence underlines the importance of this event, and your support is deeply appreciated. A special thank you to our sponsors and partners for their generous support, without which this event would not have been possible. Thank you as well to those who nominated our nominees and finalists, and to the TWY selection committee, for their diligent evaluation and selection of this year's finalists.

Today, as we celebrate TWY's 24th year, we are reminded of the immense potential and talent women bring to the technology sector. It is a call to action for us all to continue to support, mentor, and inspire women to pursue careers in technology. We hope you enjoy the event, and we look forward to celebrating the remarkable achievements of our award nominees and winners.

Sincerely,



Kathleen Fear, TechRochester TWY Signature
Event Lead



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throughout our region for
your achievements,
contributions to the
technology profession,
and support of women
learners and leaders.



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About TechRochester

TechRochester is an organization comprised of professionals and companies that are working together to strengthen the Greater Rochester Area's technology community. We accomplish this through the development and sponsorship of relevant events and stimulating programs focused on skill building and the cultivation of individual and business relationships.

TechRochester was founded in 2000 as Digital Rochester. In 2010 the organization grew with the inclusion of the Association for Women in Computing (AWC) and the eBusiness Association (eBA). TechRochester rebranded in 2018 in order to further the organization's role as a leader in our area's technology transformation.

In 2022, TR embraced a new strategy designed to better meet the needs of our community. It was clear we needed to change focus from small live events centered around tech topics to connecting the community and its resources into one ecosystem. Working together we will strengthen the Greater Rochester Area's technology community.

Through generous corporate sponsorships from a wide variety of technology companies and community organizations, we've been able to consistently enhance our area's standing as a technology center. Events like the Technology Woman of the Year Awards and the GREAT (Greater Rochester Excellence and Achievements in Technology) Awards allow us to highlight and celebrate the spirit of innovation in our region.

Mission

TechRochester's mission is to become a trusted source for connecting the technology community and its resources into one ecosystem in the greater Rochester region.

Vision

Our vision is to find common threads among disparate orgs, understand what professional development opportunities exist around tech in Roc and unify the community.



About the Awards

Each year, the Technology Woman of the Year Awards provides an opportunity to showcase the achievements of women in technology in the Rochester region. The TWY awards celebrate women who lead and inspire others to become outstanding innovators, achievers and trailblazers. Now in its 23rd year, these awards have recognized more than 1,000 women in the Rochester community for their excellence in technology. Through these awards, women who work in these professions are encouraged to stay in the Greater Rochester area, mentor young women, and contribute to the economic growth of the region.

Eligibility & Criteria

Eligible nominees include women who:

- Are in a profession within the STEAM (Science, Technology, Engineering, Arts and Math) Field
- Work within the Greater Rochester Metropolitan Area (Genesee, Livingston, Monroe, Ontario, Orleans and Wayne Counties)
- Are employed in a company whose primary product is technology or in a technology or technical department of a non-tech organization.

The Emerging Technology Professional Woman of the Year must have fewer than 5 years in an individual contributor or leadership role in technology.

Evaluation Categories, Criteria & Weighting

Finalists for both categories are judged on the same set of criteria: Sustained contributions to the technology profession — Demonstrated impact to the profession, as illustrated by length of time in the profession, highest level achieved, success promoting or implementing technology, details of projects/ contributions, professional organization memberships/year joined/service or positions held, technical publications and presentations (including where delivered), degrees/concentrations, and special assignments.

Contributions advancing the status, opportunities, and employment for women in the technology professions — Demonstrated contributions to women, as illustrated by mentoring activities, hiring practices, developmental publications, and presentations, etc.

Contributions to the community — Support for the involvement in the community, as illustrated by volunteer activities, developing new programs, providing leadership services to community organizations or influencing the goals of those organizations.

2024 Nominees

Technology Woman of the Year

***Maggie Angeline**

Director, Enterprise Service Management, Paychex Inc.

Sue Brumm

Owner, Cetech

***Juddy Gomez-Gutierrez**

Sr Manager, Software Engineering, Paychex Inc.

***Donnette A. Dabydeen, MD**

Co-founder, BiRed Imaging; Attending Radiologist, Rochester Regional Health

Kristy Gonzalez

Founder/Ceo, IntegrateXpress LLC

Erin Lierheimer

Sr Technical Product Manager, Paychex Inc.

Laura Norris

Vice President, Payer Services, The IMA Group

Jessica Van Zile

Vice President, Three+One

***Felicia Zimmermann**

Product Manager and Scrum Master, ITX

***Allison Yacci**

CEO, DataCicada, LLC

***Veronica Wilson**

Information Technology (IT) Manager, Foodlink, Inc.

2024 Nominees

Emerging Technology Woman of the Year

***Alison Boseck**

Sr Manager, Enterprise Support, Paychex Inc.

***Shaquasia Constantine**

Lead Programmer, Avangrid

Martha Kenyon

Assistant Director, Patient Experience, University of Rochester Medical Center

Juniyali Nauriyal

CEO, Photonect Interconnect Solutions

***Elizabeth Perkins**

Data and Marketing Manager, FTS, Inc.

***Jessica Peters**

Technical Product Owner, ITX

Briannah Williams

Founder, Brilliant Repairs



*Finalists

2000–2023 Past Recipients

Technology Woman of the Year

- 2023** Julie Myers | Vice-President of IT & Chief Information Officer, University of Rochester
- 2022** Annette Warren | President, Isecure
- 2021** Sheila Herbert, Chief Product Officer | Measures for Justice
- 2020** Sharon Samjitsingh, Co-Founder | Health Care Originals
- 2019** Gabrielle Bedewi, Chief Analytics Officer | Butler/Till Media
- 2018** Dhireesha Kudithipudi, PhD | Rochester Institute of Technology
- 2017** Garland J. Nichols | Xerox Corporation
- 2016** Ewa Pigna | Lenel
- 2015** Sandra Roberts | Canandaigua National Bank & Trust Co.
- 2014** Anne Bell | Xerox Corporation
- 2013** Amy Carey | Amy Carey Consulting
- 2012** Jennifer Kruschwitz | JK Consulting & University of Rochester
- 2011** Victoria Van Voorhis | Second Avenue Software
- 2010** Jeanne Casares | Rochester Institute of Technology*
- 2009** Mary Piehler | Serverware*
- 2008** Sharon Martinez | University of Rochester Medical Center*
- 2007** Christine Scheible | Quantum Technology Associates*
- 2006** Kathryn Angelidis | Paychex, Inc.*
- 2005** Sue Chichester | SUNY Geneseo*
- 2004** Karen Benjamin | Ciber, Inc.*
- 2003** Eydie Lawson | Rochester Institute of Technology*
- 2002** Juli Klie | Veritor Executive Advisors*
- 2001** Barbara Kunkel | Nixon Peabody LLP*

* Award given in honor of all women in IT



2018–2023 Past Recipients

Emerging Technology Woman of the Year

- 2023** Lindsay Connelly | Owner, Linden Digital Marketing
- 2022** Greeshma Johnson | Technical Project Manager, Avangrid
- 2021** Kathleen Fear, Director Data Analytics | UR Health Lab, URM
- 2020** Yasmin Mattox | Arkatecht
- 2019** Christina Halladay | ITX Corp.
- 2018** Kristen Seversky | Girl Develop It



**Congratulations
to Felicia, Jessica,
and all finalists in the 2024 Technology
Woman of the Year Awards.**



**Felicia
Zimmermann**
Technology Woman
of the Year
Finalist



**Jessica
Peters**
Emerging Technology
Woman of the Year
Finalist

We are proud of your remarkable achievements and valuable contributions to the Rochester tech community.



2024 Event Schedule



- 7:30 - 8:00am** Registration, Networking, & Breakfast
- 8:00am** Welcome & Introduction
Kathleen Fear / TechRochester Board of Directors
- 8:05am** Keynote Address
Dr. Wendi Heinzelman / Dean of the Hajim School of Engineering and Applied Sciences, University of Rochester
- 8:30am** 2024 Emerging Technology Woman of the Year Nominees
Kathleen Fear / TechRochester Board of Directors
- 8:35am** Announcement of Emerging Technology Woman of the Year
Mark Lucas / Executive Vice President, Entre Computer Services
- 8:45am** TechRochester Workforce Development Scholarship
Judy Miller / Past-President, TechRochester
- 9:00am** 2024 Technology Woman of the Year Nominees
Susan Kavanagh / President, TechRochester
- 9:05am** Announcement of the Technology Woman of the Year
Andre Godfrey / President & CEO, Entre Computer Services
- 9:15am** Special Announcement
Susan Kavanagh / President, TechRochester
- 9:30am** Closing Remarks
Kathleen Fear / TechRochester Board of Directors
- 9:40am- 10:30am** Networking

*All Finalists and TWY Winner photos will be taken at the front of the room immediately after closing remarks.

Keynote Speaker

Wendi Heinzelman

Dean, Edmund A. Hajim School of Engineering and Applied Sciences, University of Rochester

We're honored to have Wendi Heinzelman as this year's keynote speaker!



Wendi Heinzelman is Dean of the Edmund A. Hajim School of Engineering and Applied Sciences at the University of Rochester, where she is also a full professor in the Departments of Electrical and Computer Engineering and Computer Science. As dean of the Hajim School, Dr. Heinzelman oversees an undergraduate student body of 1,700 students, 800 graduate students, 130 faculty members, and more than 20,000 alumni. Dr. Heinzelman received a BS degree in Electrical Engineering from Cornell University and MS and PhD degrees in Electrical Engineering and Computer Science from MIT. Over the course of her research career, Dr. Heinzelman has designed and implemented cutting-edge networking, communication and signal processing techniques for a wide array of applications running over wireless sensor networks, mobile ad hoc networks, and heterogeneous networks. She has contributed to 12 books and has published in more than 150 journals and conferences, with over 60,000 citations to her work. She is an elected Member-at-Large of the IEEE Communications Society (ComSoc), a member of the Executive Committee of the American Society for Engineering Education (ASEE) Engineering Deans Council, co-founder and a steering committee member of Networking Networking Women (N² Women), a Fellow of the ACM, and a Fellow of the IEEE.



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Technology Woman of the Year Finalist

Felicia Zimmermann

Product Manager and Scrum Master, ITX

Felicia Zimmermann's foray into tech probably started with playing on her father's TRS-80. Today, Felicia is a Product Manager at ITX, developing bespoke software solutions in Fintech. Her unique skills allow her to hold a dual role on her projects, innovating as a Product Owner and managing the project as a Scrum Master.



Felicia leverages her over 12 years of strategy, business management, and operations experience to bring to ITX. Her background encompasses designing and delivering corporate-level strategies worldwide, business intelligence solutions, defining key performance indicator (KPI) dashboards for global companies, and designing and delivering leadership assessments for public and private institutions across the US, Europe, and the Middle East.

She also spent several years as a senior manager with a multi-national corporation, leading global teams in pricing, bid management, strategy, business intelligence, and sales strategy. Her breadth of experience has given her the tools and knowledge to creatively lead teams, wear multiple hats, and balance dual roles as a Scrum Master and Product Manager.

As a two-time Olympian in fencing, Felicia is passionate about giving back to her sport. She spent 8 years on the board of directors for USA Fencing and also served as its Vice-President from 2012 to 2014. She had several leadership roles with the International Fencing Federation (FIE) and was a board member of the US Olympic Committee. To add to her "hats", since 2009, Felicia is the owner of the Rochester Fencing Club. Her school, with over 80 members, provides top instruction in all three fencing weapons, and its graduating students are accepted into top-tier university fencing programs around the country.

Technology Woman of the Year Finalist

Maggie Angeline

Director, Enterprise Service Management, Paychex Inc.

Maggie Angeline is an experienced IT professional with over 30 years of experience in IT leadership, service, and technology support. Her career began at Paychex as a member of the telecommunications organization supporting the many Paychex locations across the United States, providing firsthand support for all facets of telecommunication services. During the early years at Paychex this included being handy with punching down phone wiring to programming of the systems to negotiating communication services with vendors. Throughout her tenure within the telecommunications organization, as it merged with networking and played a much larger importance to Paychex and our business her roles and responsibilities changed, including leadership of the team to management of large-scale projects.



As Paychex grew and the services provided to our clients expanded, an opportunity was presented to Maggie to move to the IT support organization. Enterprise Support, as the organization is known, is the heart of IT and our Product Development organizations at Paychex. Starting as a supervisor within the IT support organization for one of the payroll platforms, it became a journey of understanding new technology, software, and tools to support our Paychex clients and employees. This journey led to understanding IT leadership through a different lens, going from being the expert to supporting the experts. Over the course of the past fifteen plus years as a member of the IT support organization as a leader, Maggie has had significant opportunities that have led to where she is today, Director of the IT support organization at Paychex. These opportunities included speaking at a national help desk conference on the importance of knowledge centered service to the IT service desk to receiving this nomination for Technology Women of the Year. In between, Maggie has received the Paychex Knowledge Hall of Fame award, IT Employee Development Award, and Positively Paychex Award as an IT leader. When asked about her leadership brand, Maggie has stated that it starts with a passion for employee development and engagement with a commitment to building and maintaining a positive work culture. Engagement comes from being valued as an employee, being listened to, and having the freedom to fail to learn and succeed.

In addition to these professional accomplishments, Maggie is focused on giving back her time and expertise. This is done both at work and in her personal time, through mentorship programs including Paychex Women in Leadership, as well as volunteering opportunities through the United Way and other organizations, including Foodlink and most recently, Dress for Success with an amazing group of other women leaders within the Paychex IT support organization. Maggie shares that her most rewarding job aside from finally getting to her goal within Paychex as a Director of the IT support organization, is that as a working mom. She has been married for over 30 years to her extremely supportive husband, Tim, and two amazing adult children, Lauren, and Nicholas. They have been the catalyst behind why she has continually sought for more opportunities to gain experience and grow as well as her biggest supporters!

Technology Woman of the Year Finalist

Juddy Gomez-Gutierrez

Sr Manager, Software Engineering, Paychex Inc.

Juddy is a seasoned engineering leader with over two decades of experience in software development. Originally from Colombia, Juddy moved to Rochester in 2018 to pursue a Software Engineer role. Her self-motivation and results-driven nature have helped her build a strong track record of success in leading teams and driving innovation.

She currently serves as Senior Engineering Manager at Paychex, leading a staff of 70+ globally distributed engineers developing Client-facing solutions. Her development organization is responsible for the application design, availability, performance, health, and quality of the products. She works directly with different partners to constantly improve the client experience via innovative product and technology solutions.

During her tenure at Paychex, Juddy has driven operational efficiencies for the development cycle of her product on many fronts, including, but not limited to, the implementation of a comprehensive automated software release cycle, enabling her product's pipeline to achieve shorter release cycles. Juddy drove the organization to leverage automation wherever applicable, leading to optimized resource allocation and making her teams as efficient as possible, which contributed to improvement in the quality of releases, reduction in human error, and consistency in delivering "no client impact releases" as a result.

Juddy is deeply passionate about influencing and mobilizing the energy of the Product Development organization to deliver continuous improvement. She has a proven ability to transform teams and inspire them to build cutting-edge technology solutions for complex business challenges. She truly believes that the core success of any organization lies in its people. She is passionate about developing and nurturing talent and creating an inclusive environment that values diversity and encourages creativity. She has mentored and inspired several college students from The State University of Fredonia, SUNY Brockport, and Rochester Institute of Technology, nurturing the next generation of engineering talent.

Juddy remains passionate about her work and continues to inspire those around her with her creativity, technical know-how, and leadership skills. She is a key asset to the Paychex team and is poised to continue driving innovation and success in the years to come.



Technology Woman of the Year Finalist

Donnette A. Dabydeen, MD

**Co-founder, BiRed Imaging; Attending Radiologist,
Rochester Regional Health**

Dr. Donnette Dabydeen is an Interventional Radiologist at the Rochester Regional Health System who also specializes in breast imaging techniques such as mammography, ultrasound, and breast MRI. She plays a pivotal role in providing comprehensive care to patients and performs a wide range of minimally invasive procedures, from vascular interventions and endovascular treatment of liver cancers to image-guided biopsies. Dr. Dabydeen is a co-founder of BiRed Imaging, a medical device startup company founded in 2020 as a result of a collaboration between Rochester Institute of Technology scientists and Rochester Regional Health physicians. BiRed Imaging is developing infrared imaging technology as an adjunct to mammography for the early detection of breast cancer. Dr. Dabydeen is a co-inventor of two issued US patents based on this technology. As a principal investigator, she performed clinical studies at Rochester Regional Health using this technology. The technology was initially developed under a National Science Foundation grant.



Dr. Dabydeen earned her Doctor of Medicine degree from Harvard Medical School, where she developed a passion for radiology and its applications in improving patient outcomes. She completed her residency at Brigham and Women's Hospital of Harvard Medical School, serving as the program's chief resident. Dr. Dabydeen completed her interventional radiology and breast imaging fellowships at Brigham and Women's Hospital. During the fellowship program, she became keenly interested in improving the patient experience during their routine annual mammography.

Dr. Dabydeen is dedicated to advancing patient care through innovation and research. She has contributed to multiple clinical studies at Rochester Regional Health on various medical devices, such as drug-coated balloons and IVC filters. She collaborates with multidisciplinary teams to enhance treatment options and diagnostic accuracy. She previously conducted basic science research on the development and mechanisms of action of different chemotherapies at the National Cancer Institute. Additionally, she has participated in several other oncological research areas, including developing liquid biopsies for diagnosing lung and breast cancer and inhibitors to the mTOR cancer activation pathway.

Outside of her professional commitments, Dr. Dabydeen enjoys mentoring medical students, RIT graduate students, and resident radiologists. She also volunteers for community health initiatives to raise awareness about breast cancer screening and prevention, such as doing radio and newspaper interviews. In her free time, she spends time with her husband, Omar, and toddler, Oliver. With a steadfast commitment to excellence and patient-centered care, Dr. Donnette Dabydeen continues to contribute significantly to advancing research and treating cancer patients.

Technology Woman of the Year Finalist

Allison Yacci

CEO, DataCicada, LLC

Allison Yacci, a seasoned Technology Entrepreneur, has spent the majority of her career supporting of a hundred different entrepreneurs in the Upstate NY and Rochester area. Allison has served in advisory roles for NextCorps (formerly High Tech Rochester) and as a venture advisor for the SUNY Research Foundation.



Her career has taken her through diverse deep technology industries of life sciences, clean energy, manufacturing, software and machine learning. Her past roles have included being CEO of three medical/diagnostics companies ranging from photoacoustic imaging technologies for Advanced Acoustic Imaging, Robotic Therapeutic and Imaging for controlling bleeding during biopsies and ProLiVida for identifying markers for male infertility. Allison holds a BS in Biotechnology from RIT as well as an MBA with a concentration in Finance and Entrepreneurship.

Most recently Allison co-Founded DataCicada in 2020. DataCicada is named after the loudest insect and turns noisy data into meaningful results. DataCicada has been the recipient of two Department of Energy SBIR awards for building AI enabled software that assists scientists in accelerating their research for their product Tympana. Tympana's primary uses cases are to support biological and environmental researchers. Tympana was awarded Best-in Show at Bio-IT world in Boston in 2023. DataCicada was awarded Best Technology Startup by Tech Rochester in 2023.

Technology Woman of the Year Finalist

Veronica Wilson

Information Technology (IT) Manager, Foodlink, Inc.

From high school graduation to a college track scholarship that didn't align, Veronica opted for a different path: the Navy. Eight years of active duty tested her mettle, shaping her into a leader fueled by perseverance. Returning to college, she overcame hurdles to graduate at the top. Her experiences are etched in raw authenticity, each challenge a crucible refining her character. Veronica Wilson, known as the "Franklin Flash," has been making waves in the world of sports, technology, and community service throughout her illustrious career. Born and raised in Rochester, New York, Veronica's journey of excellence began at Benjamin Franklin High School, where she emerged as a standout athlete, particularly in track and field. She graduated from Franklin High School with several City League and Section Five records in track and a legacy of athletic prowess.



With more than 25 years of recognized success in Military, Civilian and Government arenas, Veronica Wilson has a proven track record of handling complex challenges in the business and IT realms. Following her athletic endeavors, Veronica transitioned to a distinguished military career, serving in the Navy with a focus on submarine-satellite communications. Her leadership skills and technical expertise were recognized with awards such as the Navy Achievement Medal, reflecting her commitment and contributions during eight years of active duty. After her military service, Veronica pursued higher education, graduating Cum Laude from Norfolk State University with a degree in Electronics Technology. Her passion for technology and entrepreneurship led her to establish a successful IT consulting company, which was ranked among the top 50 on the Washington Technology Fast Fifty list.

In 2015, Veronica returned to Rochester, driven by a desire to give back to her community and make a meaningful impact. She founded TechUpRoc, a non-profit organization dedicated to bridging the Digital Divide and providing STEAM programs to underserved youth in the city. Her commitment to empowering the next generation began with a four year stint as the Partnerships Manager for the Champion Academy Extreme Mentoring and Empowerment Initiative, where she supported at-risk youth through mentorship programs. Additionally, Veronica actively engages in community initiatives such as the Lewis Street Center and the Levine Center for Ending Hate, further demonstrating her dedication to fostering positive change and social progress. Veronica is currently an advisor and mentor to a program that received an AARPA grant as part of the Rochester Peace Collective. That program is called The Barber's Plunge.

With over 30 years of experience in the Information Technology arena, Veronica continues to inspire and innovate, leveraging her expertise to create positive change and opportunities for others. Her remarkable journey from a high school track star to a serial entrepreneur, decorated Navy veteran, and community leader exemplifies resilience, determination, and a steadfast commitment to excellence. This raw narrative underscores her unyielding commitment to empower and inspire, a testament to strength forged in adversity.



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Emerging Technology Woman of the Year Finalist

Elizabeth Perkins

Data and Marketing Manager, FTS, Inc.

Liz's career is rooted in the art of unraveling the stories hidden within data. Naturally curious, she constantly seeks to push boundaries, asking "what is next?" and "how can we improve?" Her approach is characterized as cohesive, always ensuring alignment and synergy across all facets of operations.

Following time at QVC and several analytics agencies, Liz's career found its roots at FTS, where she undertook the formidable task of building both the marketing and data departments.

Liz was committed to building out a robust foundation that was supportive of data driven decision making. She began from the ground up, meticulously crafting a data collection process that not only balanced operational efficiency but also anticipated future analytic needs of the business.

Once the groundwork was laid, she spearheaded the adoption of Snowflake as the data cloud solution, orchestrating a seamless flow of data from the CRM to Snowflake. This endeavor was not just about innovative technology; it was about empowering the organization to make informed decisions based on data-driven insights. Today, FTS leverages multiple business intelligence dashboards and comprehensive analytic reports to guide daily operations.

Liz is proud of building a data ecosystem that not only facilitates informed business decisions but fosters a culture characterized by clarity in data interpretation and seamless communication of data insights. It stands as a testament of her perseverance and embodies a journey marked by growth, learning, and pushing the boundaries.



Emerging Technology Woman of the Year Finalist

Alison Boseck

Sr Manager, Enterprise Support, Paychex Inc.

Alison Boseck has worked in the IT industry for over 30 years. Having little to no technology experiences growing up, she became curious to learn more about the field while in college when she was given the opportunity to work on a help desk at Eastman Kodak, supporting employees with end user computing issues. Her drive and passion to always learn more set her apart from others.

Loving the fast-paced environment of a help desk, Alison found an opportunity at Paychex after graduation where she came to start her Paychex career in the centralized support help desk, known as Enterprise Support. Here she was able to learn new technologies, applications and tools used to support

Paychex payroll and ancillary product applications for clients. While working in Enterprise Support over the past 30 years, Alison has had the support of many managers and peers along the way that have encouraged her to continue to grow and learn in the field of technology and leadership. Throughout her tenure, she has held such positions as First Level Technical Support Analyst, Second Level Technical Support Analyst, Problem Resolution Analyst, Product Owner, Incident Manager, Problem Resolution and Situational Lead Manager, and most recently promoted to Senior Manager in December 2023.



While it can be uncommon today for someone to stay with the same company for over 30 years, Alison has had such drive and passion for the work she is doing to move Paychex forward. Her experience has been a positive one where she has been encouraged and respected as a woman to think and grow in a technology field and where she finds that she is challenged every day to learn something new. Over the past five years, Alison has been in a leadership role which has allowed her to give back to others in her organization, working closely to develop her employees; seeking growth opportunities, encouraging them to develop their passions, and providing support for them along the way, just as others had for her over the past 30+ years.

Additionally, Alison is an active member of her church where she teaches weekly Sunday school lessons to nine, ten and eleven-year-olds. She finds their excitement to learn and grow each week invigorating and in return teaches her patience, kindness and to look at life from a different perspective. Alison is also a member of her churches Christian Education Committee and most recently fulfilled a six-year term as a member of the officiating board. Alison loves to give back to her community whenever she can, participating in Food Link distributions, The SPOT yearly backpack event, and supporting local organizations like the Canandaigua Churches in Action. Alison has been married for 27 years to her loving and supportive husband, Philip. She has two grown children, a daughter Tyler and a son Andrew, who she hopes have been inspired and encouraged by her hard work and dedication throughout this journey.

Emerging Technology Woman of the Year Finalist

Shaquasia Constantine

Lead Programmer, Avangrid

Shaquasia “Asia” Constantine’s journey is a reflection of resilience and passion, born and raised in Rochester, New York. Her interest in technology became apparent at an early age when she designed MySpace layouts and built PCs at just twelve years old. Despite facing a lack of representation initially, her passion for technology reignited during her college years, leading her to a career in the field. Often the only woman of color in these spaces, Asia was driven to advocate for diversity and representation, embodying the belief, as famously stated by Barack Obama, that “Change will not come if we wait for some other person, or if we wait for some other time. We are the ones we’ve been waiting for. We are the change that we seek.”



An alumna of the School of the Arts and Monroe Community College, Asia is a Certified Scrum Master and a member of the National Society of Black Engineers (NSBE), Rochester Chapter. In her role at Avangrid, Asia has excelled as a Lead Programmer, where she has been instrumental in transforming outdated or manual business processes into streamlined, modernized, digital, and automated solutions. Her dedication to diversity and inclusion is evident in her role as Vice Co-Chair of the Avangrid African American Council of Excellence. With diverse experiences that include roles at the United Way of Greater Rochester and the Finger Lakes, the University of Rochester, and Highland Family Medicine, she showcases her wide-ranging impact across different sectors.

During the pandemic, Asia harnessed her entrepreneurial spirit, launching a business that provided graphic design, website development, and event branding services to local small businesses. She then founded empowerONETech, inspired by the African proverb “Each one, teach one,” a venture dedicated to bridging the digital divide and ensuring that technology is accessible to everyone, illustrating her belief in the transformative power of technology. Asia actively serves her community as a City of Rochester Pillars of Hope Team Lead and a Microsoft TEALS Computer Science Teacher Assistant. Her dedication to mentoring and increasing representation in the tech industry is deeply personal, especially significant considering that Black women constitute only 3% of the workforce in this field. Asia is committed to nurturing future generations and making sure the youth do not experience the same challenges she faced. Asia’s success is a testament to the strong support she has received from her family, friends, community, and colleagues, all of whom have played pivotal roles in her professional and personal development and achievements. In her free time, Asia enjoys dancing, reading on her Kindle, and spending time with her loved ones.

Emerging Technology Woman of the Year Finalist

Jessica Peters

Technical Product Owner, ITX.

Jessica Peters is a highly experienced Product Owner currently working at ITX Corp, a Rochester, NY based software development firm dedicated to delivering technology that solves challenging problems so that our clients can move, touch, and inspire the world. Jessica has been working as a professional in the technology industry for thirteen years. She got her start in high school working for the Greece Central School District as an intern fixing printers during study halls and lunch period. Since then, she's since transformed herself into a professional who creates engaging, valuable digital products. Jessica is passionate about infusing empathy into her day to day with her clients and team members. Jessica has had the privilege of working across multiple industries including Finance, Education, Health Care, Human Capital Management and Materials Science. She's served clients ranging from small non-profits to Fortune 500 companies. Her curiosity and tenacity to learn about new domains has kept her flexible and nimble in a constantly evolving landscape.



Being in the Product space she bridges the gap between humans and technology to transform problems and challenges into a technical solution. She is most proud of her more intriguing digital solutions including: spearheaded an organization-wide foundational middleware solution to modernize and unite data within the financial space; influenced product vision and managed delivery for a functional experimental research and development tool for a materials science organization; drove increased usage and created value for users of a time tracking mobile application for an enterprise payroll solutions organization; and implemented the product vision and strategy for a student portal to track academic and community achievements for a non-for-profit organization. She has experience with leveraging Agile and Scrum as frameworks to deliver technical solutions alongside a variety of technology stacks. She's guided her clients during their transition over to Agile and has led by example to instill Product Practice strategies for her clients.

After years of having wonderful mentors in her life Jessica is looking towards the future, hoping to pay that forward to her fellow colleagues and community. Outside of technology Jessica is passionate about women's rights, LGBTQ rights and leaving this world a little better than when she found it. Jessica currently resides in Rochester, NY with her very spoiled and demanding rabbit, Lucy. When she's not working, she can be found hiking in the woods, experimenting with a new survival horror video game, or catching up on new episodes of Star Trek.



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