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TechRochester Announces 2019 Technology Woman of the Year Recipients

Rochester, N.Y., April 24, 2019 – TechRochester announced the recipients for the 2019 Technology Woman of the Year Award and Emerging Technology Professional Woman of the Year this morning at a Breakfast Awards Ceremony at Monroe Golf Club.

TechRochester honored 13 nominees before announcing Gabrielle Bedewi, Chief Analytics Officer of Butler/Till Media Services as winner of Technology Woman of the Year and Christina Halladay as Emerging Technology Professional Woman of the Year. Awards nominees are professionals in the technology field who live, work and make a greater impact on the Greater Rochester area.

Technology Woman of the Year Award Winner: Gabrielle Bedewi, Chief Analytics Officer at Butler/Till Media Services.

Gabrielle is truly a trailblazer in the field of advanced analytics and data science. Beginning her career in this burgeoning field in the late 1990s with Sigma Marketing Insights, she was charged with building out the analytics team. Through her focused leadership, mentorship and development of talent, the team grew from only 2 members to 20 in just 2 years.

A year ago, Gabrielle was once again charged with the building and development of a new service when she was hired as the Chief Analytics Officer at Butler/Till. Over the past year, she has worked tirelessly to build the analytics and performance measurement offering at the award-winning local media and communications agency. Not only has she led the charge to build out the measurement framework for our media campaigns to allow us to optimize and prove ROI, but she has also played a significant role in changing the way we engage with clients: ask the right questions, solve business problems and become the trusted advisor to the “C” suite paving the way for advanced analytics engagements significantly impacting our clients business.

Throughout her career, Gabrielle has been an advocate for women in data science and analytics. Her contributions to women included serving on the advisory board in the role of the Chief Operating Officer and International strategist for the Legacy Women Institute International where she developed and directed international business strategies and operations; as well as her affiliation with FemCity, a Professional Women’s Business Network. Throughout her career, Gabrielle has hired, mentored and coached women - at different life and career stages - in the fields of data science, market research and advanced analytics

Emerging Technology Professional Woman of the Year Award Winner: Christina Halladay, Interaction Designer at ITX.

Christina Halladay is an extremely talented Digital Product Designer. She received her Master of Fine Arts degree in Computer Graphics Design from the Rochester Institute of Technology in 2014. Following



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graduation, Christina joined the ITX® team as an Interaction Designer, where she advocates for user experience (UX). She is responsible for ensuring that every product that leaves ITX has a clear information architecture, intuitive and efficient user interface, appropriate and innovative interactions, and beautiful aesthetics all within time and budget constraints.

Last year, ITX hosted its inaugural design conference, titled ITXUX 2018: Beyond the Pixels; a brand-new endeavor led entirely by Christina and her co-chair and colleague Brian Loughner. The idea began with the ITX design teams' drive to continuously further their knowledge and skills, and in turn, a desire to engage with some of the brightest UX design experts in the field. Christina saw value in time spent with other thought leaders, but when balancing the cost and benefit of sending just a handful of team members to a conference and then rolling the dice, she sought a better solution. "What if we host our own conference? What if we bring our entire staff together, invite our clients and members of the broader community, and offer them the opportunity to learn more about designing meaningful experiences?" And with that, the ITXUX 2018 conference was born.

Outside of the office, Christina plays an active role in at RIT's Creative Industry Day connecting with students for a full day of mentoring, providing feedback on their portfolios, seeking out potential employees to join her team, and offering career advice as they prepare for the next step in their futures. In addition, she is an active member in the Rochester Chapter of UX Meetup as well as providing countless hours of pro-bono design work for community groups, most recently Unified Progressives.

About TechRochester

Founded in 2000 as Digital Rochester, TechRochester is non-profit association 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's mission is to help drive economic growth in the region's technology community through education and relationship development and transform Rochester into a Top 10 technology community

For more information, visit www.techrochester.org.

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