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Winners Announced for TechRochester’s 2021 GREAT Virtual Awards

ROCHESTER, NY, April 16, 2021 — TechRochester, an organization founded in 2000 as Digital Rochester, is proud to announce the recipients of the 10th annual GREAT Awards. The "GREAT" Awards or "Greater Rochester Excellence and Achievement in Technology" Awards recognizes and celebrates individuals and organizations in the Greater Rochester community who show an entrepreneurial spirit and are on the cutting edge of technological innovation and implementation.

Nominations were received for 8 award categories and narrowed to 24 finalists. A panel of judges narrowed the nominees to a winner for each category. The high energy awards show took place on Thursday, April 15, 2021 from 5:00 PM – 6:15 PM and featured Pauly Guglielmo, Owner of Craft Cannery and Guglielmo Sauce, to assist in recognizing all finalists and announcing the 2021 GREAT Virtual Award winners.

2021 GREAT Virtual Awards Winners

Digital Marketing Award
Winner: Site Hub
There are some companies that wish their marketing could just be handled for them with minimal headache and maximum results. Those companies chose Site Hub. We were founded in 2012 by Sean McKay a Rochester native. We primarily build custom websites and assist local, regional, and national companies with their digital marketing efforts.

As a company born right here in Rochester, we're so proud to be GREAT Awards winners in the past and even more proud to have worked with so many other TechRochester companies.

Technology Innovation Award
Winner: Casana Care
Casana is unlocking a new category in healthcare technologies that enable effortless, integrated and consistent patient monitoring at home. Casana’s first product, The Heart Seat™, is a cloud-connected toilet seat that captures clinically relevant measurements, including heart rate, blood pressure, blood oxygenation, and cardiac output. Casana’s mission is to assist medical teams in their care management of patients with chronic conditions beyond the four walls of the hospital, starting with the 6M+ people in the US living with Heart Failure. Casana was founded in 2018 by Dr. Nicholas Conn, whose vision it was to use passive connected sensors to solve the challenges for managing health at home. He developed The Heart Seat during his PhD work at the Rochester Institute of Technology (RIT).

Student Achievement Award
Winner: Will Byron – Rochester Institute of Technology
Will Byron is a soon to be graduate of the Rochester Institute of Technology in Biomedical Engineering, with a focus on entrepreneurship and communication. In 2019 he cofounded Med Dimensions LLC, a startup focused on the production of 3D printed teaching and planning tools for veterinary students and clinicians. Having long ago recognized his deep passion for 3D printing, Med Dimensions has allowed his continued pursuit to blend cutting edge technology and medicine.

**Emerging Tech Company Award**

*Winner: Valet Seller*

Valet Seller is an e-commerce platform designed to help small to medium-sized businesses sell online. Valet Seller does this by providing customers a centralized dashboard and listing tool that is integrated with over 10 e-commerce marketplaces. With Valet Seller, customers list products once in the Valet Seller app and they will be synced to each channel. One of the most valuable features offered by Valet Seller is the ability for customers to list products in their network of e-commerce channels. This way, emerging brands can skip the approval process and start selling immediately.

**Technology Leader Award**

*Winner: Reed Smith from CETech*

A native from Fairport. Reed has attempted to escape Rochester multiple times but always seemed to find his way back home. He settled finally in early 2015 with his job at CETech. He has quickly worked his way up from being a tier 1 technician to now being the Technical Operations Manager for the quickly growing company. Reed is always eager to teach everyone about technology; clients, co-workers, or strangers alike. He is a firm believer in spreading information to help make this world a better place. Reed also works hard with his family to increase environmental awareness in our community. They believe in living as an example and are always striving for a more sustainable lifestyle. CETechs aptly named "Reedcycling" program is just one example of these interests at work. In addition to that Reed enjoys visual arts, music, home improvement, and being active outdoors in the woods.

**Tech for Good Award**

*Winner: The Shore Foundation*

The Shore Foundation provides access to technology for low-income individuals and families in the community. What began in 2018 as a RIT student philanthropy project to provide refurbished computers to Hillside Work Scholarship Program graduates has grown to become a 501c3 non-profit organization with a Guinness World Record who recently surpassed a milestone of providing 1,000 refurbished computers to people in-need. The Shore Foundation is inspired by other non-profits who began with a desire to do good for others, and grew to become a leader in their service area.

**Best Tech Workplace Award**

*Winner: ITX Corp.*

Since 1997 we’ve been growing and learning and sharing our knowledge. With a passion for entrepreneurship, ITX has expanded beyond its roots in Rochester, NY to offices across the country and around the world. Now, our team is comprised of nearly 250 talented product professionals and technologists. The evolution of technology has transformed the way people connect with brands, build relationships, and communicate. So, over the past two decades we’ve evolved too, transitioning to a full-service software product development company with a focus on our clients and their successes. Today, we have an inspired team designing and developing websites, mobile applications, intranets, web portals, APIs, and supporting our client’s software. ITX connects our community by shaping the future of the digital landscape.

**Healthcare Technology Award**

*Winner: VisualDx*

VisualDx is the award-winning diagnostic clinical decision support system used by more than 2,300 hospitals, clinics, and medical schools around the world. Founded in 1999 in Rochester, New York, VisualDx is passionate about helping doctors, medical professionals, and even patients at home make the
best medical decisions. To accomplish its goal of improving healthcare and empowering better decision making, VisualDx uses the knowledge and resources of over 50 physicians on its editorial board and employs more than 60 staff members, including medical librarians, software engineers, imaging specialists, sales and account managers, and business development and marketing professionals.

Congratulations to all the nominees, finalists, and winners!

**A Special Thank You to our 2021 GREAT Virtual Awards Sponsors**

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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.

For more information, visit [www.techrochester.org](http://www.techrochester.org).

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