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Winners Announced for the 2021 Technology Woman of the Year Awards

ROCHESTER, NY, October 27, 2021 — TechRochester, a non-profit organization connecting tech talent and innovative companies across Western New York, is proud to announce the nominated finalists for the 21st Annual Technology Woman of the Year Awards. The Technology Woman of the Year Awards are designed to recognize, celebrate, and make visible the achievements of women in high technology fields. Through this award, 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.

Nominations were received for two award categories and narrowed to 14 finalists. The winner of each category was announced at the awards presentation on Wednesday, October 27, 2021 at 7:30 AM, at Monroe Golf Club. The breakfast event included a keynote by Amazon's Dora Maria Abreu and was sponsored by Entre Computer Services.

2021 Technology Woman of the Year Award Winners

Technology Woman of the Year Award

Sheila Herbert, Chief Product Officer, Measures for Justice

Sheila Herbert has spent her career evolving her skills within the technology space, starting in telecommunications to working within software product design and development. Sheila currently serves as the inaugural Chief Product Officer (CPO) with Measures for Justice, a nonprofit organization on a mission to make accurate criminal justice data available to spur reform. As CPO, Sheila is responsible for developing a product portfolio that meets the evolving needs of MFJ stakeholders and helps make criminal justice data a cornerstone of system reform.

Prior to joining MFJ, Sheila was Head of Product for Token and a Project Innovation Lead at ITX. In these roles, she developed experience in leading product development initiatives spanning diverse industries from consumer electronics to healthcare and higher education. Her approach to product management is rooted in social science and leveraging innovations in technology to solve challenging problems.

Sheila grew up in the area, holds a BA in English Literature from Saint John Fisher College and has developed her career in Rochester, NY. She looks for opportunities to support the retention and development of tech talent in Rochester.

Outside of work, Sheila is dedicated to her two daughters and can often be found spending time with them doing barn chores or surrounded by Manga. To disconnect from work and technology, she likes to challenge herself physically and enjoys running, hiking, and camping.

Emerging Technology Woman of the Year Award

Kathleen Fear, Director of Data Analytics, UR Health Lab, UPMC

Dr. Kathleen Fear is the Director of Data & Analytics for the UR Health Lab at the University of Rochester Medical Center. The UR Health Lab is the health system's digital health incubator and is transforming the way data science is being used in medicine by developing novel tools that capture new data streams, analyze previously unseen patterns and enable health care providers to provide individualized treatments that are more responsive, effective and precise. Dr. Fear leads a team of data analysts, data scientists, and clinicians to leverage big data and artificial intelligence to develop new clinical decision support systems and improve the care delivered in our community.

Dr. Fear's work is dedicated to understanding how to foster effective adoption and use of data, information, and technology in organizations. She has focused on developing meaningful metrics to assess clinical and operational impact, combining social science methods and theoretical frameworks with statistical and analytical approaches to shed light on how providers and practices can optimize their work.

Dr. Fear holds a Ph.D. and master's degree in information science from the University of Michigan School of Information, and a bachelor's degree in physics from Yale University. In her free time, Dr. Fear enjoys woodworking, camping, hiking, and fostering rescue dogs.

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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.

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