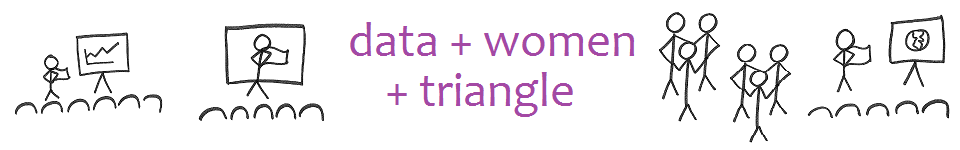
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**DATA ENTHUSIASTS LAUNCH Data + Women + Triangle KICKOFF, May 23, 2016**

CARY, North Carolina - May 4, 2016

**Data + Women + Triangle** today announced its first official area kickoff meeting scheduled for Monday, May 23, 2016 from 6 to 8 pm at ICIMO, a Tableau Silver Partner and Reseller, in Cary, North Carolina. The concept for the group was launched during a standing-room only conference session at the 2015 Tableau Conference. Data + Women + Triangle group will work to connect women in data science roles throughout the triangle region as a platform to connect, collaborate and knowledge share.

“It’s prime time for working women in the analytic fields to come together and aggregate our collective experiences. We need to ask ourselves: what are the joys that have brought us to the data sciences? What are the challenges of working in fields without gender balance?” asks Anna Smith, data engineer and local co-organizer. “We need to start having the conversations that produce insight.”

The event will kickoff with featured panelists from academia, large corporations, medium-sized businesses, and consultants discussing their own experiences and perspectives about women in analytic roles. The panelists include Rachael Brady, Technical Lead in Engineering at Cisco Systems, Tanya Scott, Associate Dean in Business Analytics at Wake Technical Community College and Melodie Moorefield-Wilson, Business Analyst at Issuer Direct Corporation. The evening will continue with breakout sessions into smaller discussion groups to encourage community building, a critical component to women supporting one another.

Smith says, “I’ve had an enthusiastic response from women in diverse fields to the preliminary LinkedIn group. The value an analytic women’s group in the Triangle area would bring is significant as women have an outlet to share skillsets and knowledge from other successful women. Plus, there are so many resources today for women’s career growth. All we need is to begin assembling and start collaborating about the wider impact we can have in the Triangle area.”

ICIMO, the host for this event, is located at 3434 Kildaire Farm Road, Suite 360 Cary, NC. The event will be held in the Rotunda (2nd Floor) with refreshments provided.

**REGISTRATION INFORMATION**  
Smith encourages interested women to register for the kickoff by joining the Meetup Group: (<http://www.meetup.com/DataPlusWomenPlusTriangle>) and register for the meetup ([http://www.meetup.com/DataPlusWomenPlusTriangle/events/230768899/](http://www.linkedin.com/redir/redirect?url=http%3A%2F%2Fwww%2Emeetup%2Ecom%2FDataPlusWomenPlusTriangle%2Fevents%2F230768899%2F&urlhash=EsHv&_t=tracking_anet)).

Follow the group on LinkedIn at <https://www.linkedin.com/groups/8496042>.