



Press Release

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Intel's Dr. Bell & FirstRain CEO Herscher Coming to Nashville *NTC's Annual Membership Meeting to Feature Two Tech Industry Leaders*

NASHVILLE, Tenn. – December 13, 2011 – The [Nashville Technology Council](#) today announced that [Dr. Genevieve Bell](#), Intel Fellow and Director, Interaction and Experience Research, and [Penny Herscher](#), President and CEO at FirstRain, have agreed to speak at NTC's Annual Membership Meeting. The event, sponsored by [Comcast Business Services](#), is scheduled for the morning of January 25, 2012 at Lipscomb University's Allen Arena. The venue is being provided by Lipscomb University [School of Computing and Informatics](#) and this year's theme is "The Many Faces of Technology."

Called Intel's secret weapon and a game changer, Dr. Bell leads the research team that works to better understand how people use technology, and helps design products that become integral to people's lives. She was named by Fast Company as one of the 100 Most Creative People in Business in 2010, and is an author and frequent speaker regarding human-computer interaction. [Intel](#) is an active member company and Underwriter sponsor of the NTC.

Known for being frank and tough in business, serial entrepreneur Penny Herscher is currently CEO of [FirstRain](#), a web 2.0 company that delivers relevant, search driven research to its users. Prior to her current position, Ms. Herscher was CEO of Simplex Solutions, an electronic design automation company serving the semiconductor industry. She grew Simplex from a few engineers to a high-growth, profitable company, and eventually led Simplex to a very successful IPO and sale.

"We are so pleased to have not one, but two, high powered tech executives join us at NTC's annual membership meeting. Their credentials are top notch; their opinions shape our industry; and they are highly sought after speakers. I know we will all walk away smarter and inspired by their presentations," comments Liza Lowery Massey, President and CEO of the NTC. The annual membership meeting will also feature a recap of 2011 accomplishments and a look forward at the NTC's plans for 2012. In addition to representatives from the NTC Board of Directors and more than 400 member companies, several local elected officials and other prominent business leaders are expected to attend the event.

With a vision to help Middle Tennessee become known worldwide as a leading technology community, the Nashville Technology Council is devoted to helping the Middle Tennessee tech community succeed. Membership is open to technology companies, technology

employers, service providers, educational institutions, and non-profit companies interested in supporting the growth of technology businesses in Middle Tennessee. Since its formation in 1999, the NTC's membership has grown to more than 400 organizations representing over 20,000 tech professionals in the region. NTC programs and events include technology round tables, educational initiatives, technology conferences, a tech scholarship program, a technology job bank and other activities designed to foster Nashville's technology community. To learn more, visit www.technologycouncil.com.

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