

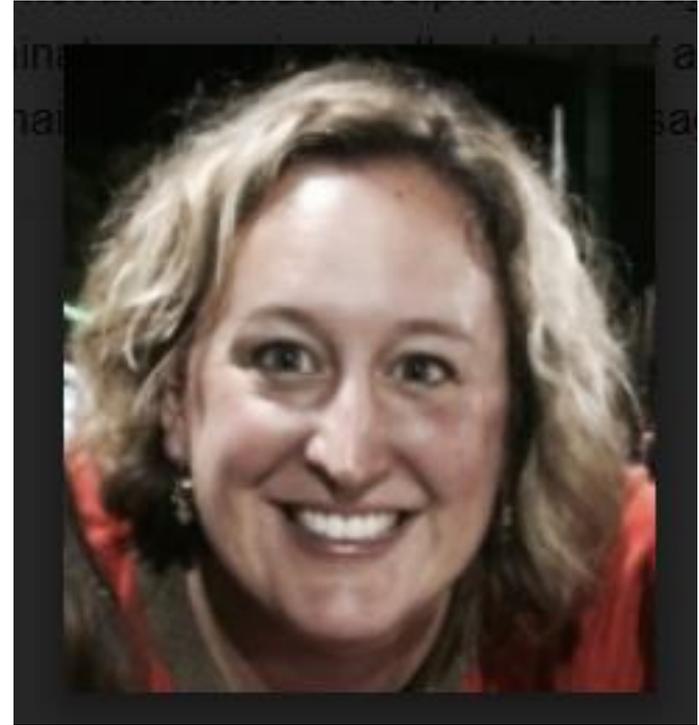
Women in Technology



Sarah Terry-Rost

Sarah.TerryRost@unitypoint.org

Sarah Terry-Rost is the Director of Clinical Applications at UnityPoint Health, a \$4.4 billion non-profit healthcare system spanning Iowa, Illinois, and Wisconsin. Sarah completed her undergraduate degree in Psychology at the University of Wisconsin-Madison and holds a Master's Degree in Developmental and Educational Psychology from Boston College and an MBA from Edgewood College. Sarah has worked in several capacities in healthcare IT in Madison for 20 years, including stints at EDS, Meriter Health Services, WPS, and UnityPoint Health. Her professional focus has been predominantly on IT project and implementation management and ongoing support of clinical systems, chiefly Epic and related ancillary solutions. Sarah resides in Verona, WI and is married with 2 children. In her spare time, she enjoys travel, attending concerts with her husband, and shuttling her children from sporting event to sporting event.



Tammy Passineau

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Tammy is a Business Intelligence Lead at Sub-Zero Group, Inc with 20+ years in software engineering.

Her passions include helping business users make intelligent data driven decisions and transforming IT teams to quality-driven architectures.

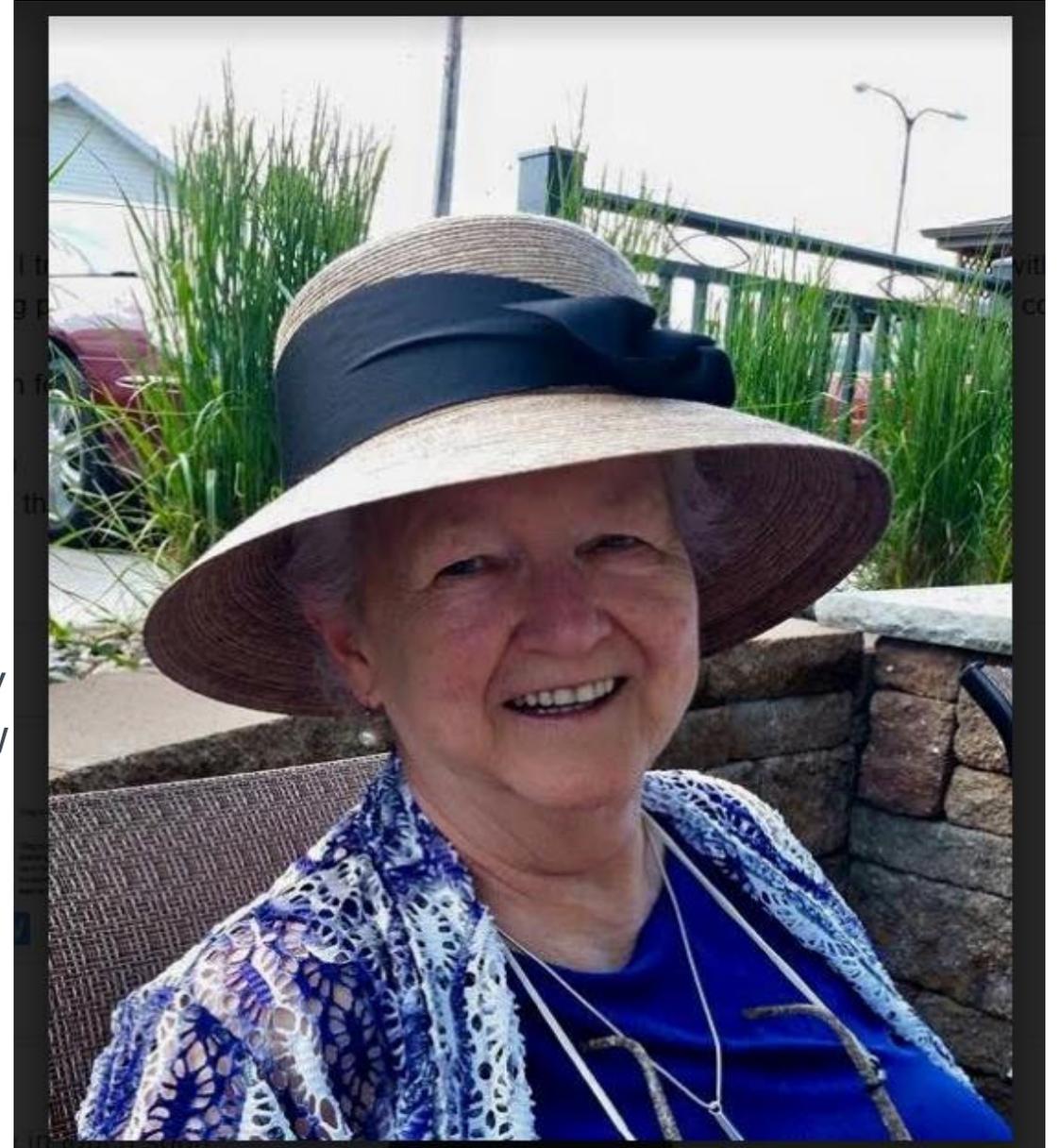
Technology-wise, she focuses on data modeling, data warehousing and ETL processes on structured and unstructured platforms.



Virginia Logsdon

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Virginia worked for Dane County Information Management for thirty years starting at age forty. As a single mother of five children, life circumstances sent her back to school at the age of thirty-seven to acquire the means to support her family. Virginia attended Madison Area Technical College and earned associate degrees in both Accounting and Data Processing. During her career with Dane County she worked in several positions. For her first few years she was a Systems Analyst - Programmer. Subsequently she worked for several years as the Database – Data Administrator. Finally, Application Manager was the position she held for eight years until her retirement in 2010 at age seventy.



Jesi Betley

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Vice President of Information Technology & Process Improvement at Mueller Sports Medicine.

Jesi has been enjoying a career in I.T. for over 20 years and is grateful every day to have made the decision to explore I.T. in college. Starting her career at Kimberly-Clark Corporation she experienced many different pathways within I.T and quickly learned the business side of I.T was her passion. Getting in early on the SAP implementation project for a fortune 500 company was a huge blessing; it propelled her understanding of Consumer Products companies, SAP & business operations. Over the years being an integral part of expanding businesses, reducing cost, and business process improvement while leveraging systems has been what drives Jesi. She enjoys learning new things and loves that I.T allows for new challenges every day. In addition to her successful career, she is proudly married to her husband Tom and together enjoy raising their four children.



Jenny Herritz

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Jenny is a Principal and co-owner at SVA Consulting, a management and technology consulting company headquartered in Madison. For the last 18 years, Jenny has helped companies grow and transform their businesses, whether the change involves launching a new product, transitioning funding sources, changing generations, acquiring a company, or simply modernizing the capabilities of a specific department. Regardless of the challenge, Jenny brings business expertise, leadership, and knowledge of enabling technologies to guide clients through the transition. She's worked across industries, including life sciences, manufacturing, distribution, hospitality, professional services, family offices, non-profits, higher ed, and government.

Jenny has a bachelor's degree in Management Information Systems from UWEC and holds a certificate in leadership from Harvard Business School. She's been published in the Journal for Business Intelligence and was recently recognized as a 40 Under 40 honoree. Outside of work, Jenny enjoys spending time with her young family, gardening, traveling, and scuba diving.



Molly Gallmeier

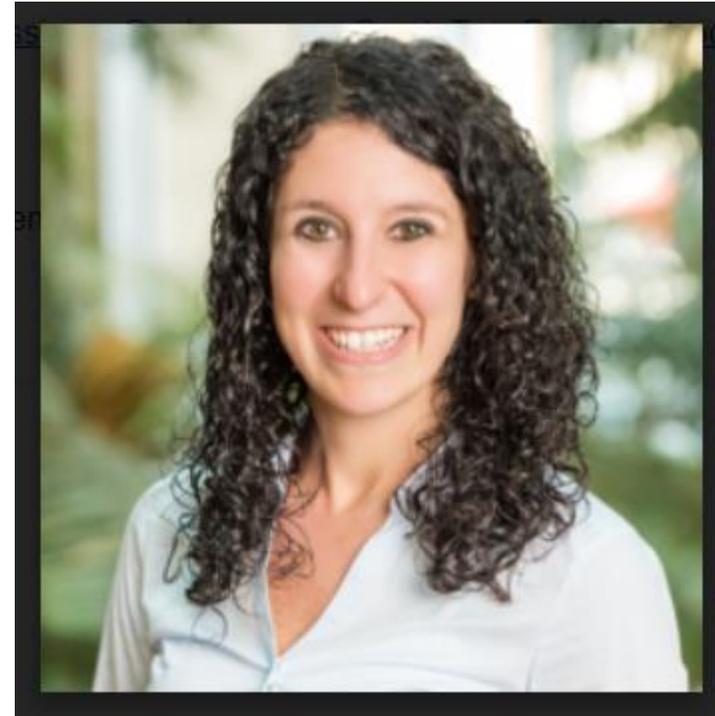
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As the leader of business growth at Talavant, I help prospective clients understand what “business intelligence” solutions really mean for them and collaborate with established partners to deliver it. I take a holistic approach to this process to help businesses understand their deepest challenges to create data analytics solutions that address issues across the organization and improve their bottom line.

My passion is helping businesses understand the right needs and solutions fit when bridging the gap between data and the business to promote leadership’s understanding of what it means when their IT department says, “We need a better business intelligence solution.”

I’ve always loved marketing, but I cringed at the idea of sales – until I surprisingly fell into a sales position right out of college. That experience fueled my rise through a corporate staffing agency before I made an unexpected career switch to Talavant as its very first employee in 2015.

As Talavant has grown to more than a dozen business intelligence professionals, my role has expanded to help clients get the most out of their data. I look at their business holistically and dig into their challenges to help them understand their needs in fresh ways, helping me deliver on the Talavant promise of Better Business Intelligence.





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