



**For Immediate Release:**

### **Sun Sentinel Features Synergistix' STEM Days that Educate Employees' Kids on Tech**

**Sunrise, FL – August 15, 2016** – Synergistix, a leading provider of customer relationship management (CRM) and Sample Management solutions for Life Sciences, announced today that its Science, Technology, Engineering, and Math (STEM) Days initiative, which educates the children of its employees on technology topics such as coding and robotics, was [featured](#) by South Florida's top news source, the *Sun Sentinel* on August 13, 2016.

Recognized as a Best Place to Work by the *Sun Sentinel* earlier this year, Synergistix' STEM Days offer children of its employees' the opportunity to learn about technology for four weeks during the summer. The program was founded in 2015 by Jay Lambert, Synergistix' VP of Global Operations and Quality and father of students Isabel and Jasmine Lambert, to introduce children, ages seven to 14, to HTML coding to ideally yield positive long-term career or recreational impacts on the interested student.

"So many kids use technology, but so few of them understand technology – so it's good to plant these seeds and see what might grow," remarked Lambert in the [Sun Sentinel's video segment](#) of the program. "As a technology leader, Synergistix is dedicated to supporting opportunities for STEM-based education and as a family-oriented company, this program is something fun we can do for our children."

The Program provides children with a computer as well as incurs the cost of instructor Myrielle Badio-Welch, a teacher beginning this fall at Pine Crest School in Boca Raton. This summer, Badio introduced children to coding and computer engineering by teaching the students to build robot cars from a kit.

During the segment, a Synergistix STEM student shed light on the program, remarking, "I like the fact that we can build and create something on our own, or with partners, and it's something that works."

"The excitement and interest shown by the STEM students was incredible to witness," said Lambert. "I am so pleased that the *Sun Sentinel* was able to capture some of the inspiring remarks and smiling faces by the children, and help Synergistix further develop this program in support of future STEM careers."

#### **About Synergistix**

Since 1997, Synergistix has enabled life sciences companies to build strong customer relationships and highly effective sales teams with its end-to-end customer relationship and sample management solutions. It's Customer Analysis and Targeting System (CATS) Software Suite expertly combines field-based data capture, management reporting and sample management services to deliver a state-of-the-art, PDMA-compliant solution for automating, managing, and monitoring sales force activity. For more information, visit [www.syncrm.com](http://www.syncrm.com).

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