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FOR IMMEDIATE RELEASE

Synergistix Provides Summer STEM Education to Local Kids
Girls and Future STEM Careers Supported by Program

Sunrise, FL – September 3, 2015 – Synergistix, a leading provider of customer relationship management (CRM) solutions for Life Sciences, brought in a local Broward County Florida school teacher this summer to offer STEM (Science, Technology, Engineering, and Math) classes focused on coding for children of company employees.

Myrielle Badio, a teacher with CITY Academy at Parkway Middle School of the Arts, provided hands-on classroom opportunities for 9 students, ranging in age from 10 to 13, at the Synergistix corporate headquarters in Sunrise, Florida, where the students learned a variety of STEM topics including the basics of coding in HTML and Scratch. Sessions were held every Friday over four weeks. As a technology leader, Synergistix is dedicated to supporting opportunities for STEM-based education for children and relatives of its employees.

“We are thrilled to have had the chance to inspire kids to explore potential STEM careers,” Ms. Badio said. “What’s really interesting about the classes offered by Synergistix this summer is that, out of the 9 children who attended the coding classes, 8 of those children were girls. Although girls are avid users of modern technology, they are often significantly underrepresented in its creation. It’s really important for us to encourage girls to contribute to the future of technical innovation, and this class was an exciting opportunity to do so.”

The U.S. Office of Science and Technology Policy backs this perspective by stating, “Supporting women STEM students and researchers is not only an essential part of America’s strategy to out-innovate, out-educate, and out-build the rest of the world; it is also important to women themselves. Women in STEM jobs earn 33 percent more than those in non-STEM occupations and experience a smaller wage gap relative to men. And STEM careers offer women the opportunity to engage in some of the most exciting realms of discovery and technological innovation. Increasing opportunities for women in these fields is an important step towards realizing greater economic success and equality for women across the board.” (Source: www.whitehouse.gov/administration/eop/ostp/women)

“Seeing how excited the kids got about what they were learning each week was an incredible experience,” remarked Jay Lambert, VP of Global Operations and Quality, the creator of the STEM offering and father of students Isabel and Jasmine Lambert. “I’m proud that Synergistix was part of an effort to foster an interest in coding and a potential future STEM career for our younger generation. We received tremendous feedback from the students, parents and employees, who stopped in to see the kids in action and we are already planning to expand this program in the future.”

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 management solutions. It’s Customer Analysis and Targeting System (CATS) Software Suite expertly combines field-based data capture, management reporting and sample accountability 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.

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