



Technology Leader Named to WBENC National Conference & Business Fair Host Committee

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Sylvana Caridi Coche, founder and CEO of Gravity Pro Consulting, has been named to the Women's Business Enterprise National Council's (WBENC) Host Committee for the National Conference & Business Fair. WBENC and WBENC-West, an affiliate of WBENC and the Host Council, worked closely to form the Host Committee to act as official ambassadors for the 2017 National Conference & Business Fair, which will take place June 20-22 in Las Vegas.

Sylvana launched Gravity Pro Consulting (GPC) in 2007, and under her leadership it has grown to be the number one and only woman-owned reseller of SAP enterprise software in North America. She understands the vital role certification by WBENC and other supplier diversity programs has played in the growth of GPC.

A recognized thought leader in women in business and entrepreneurship, she's excited to share her story with other women in STEM. "It is possible to overcome gender biases and achieve success in this industry, and I hope my journey inspires other women to follow their passion," says Coche. "What's more, I want my journey to show women that they don't have to forsake work/life balance and self-fulfillment to excel."

While women are starting businesses in record numbers, many female entrepreneurs face the task of growing a business while meeting family demands and giving back to the community. Coche found herself feeling overwhelmed until she learned to slow down and live life consciously. "We all have a certain amount of time and energy and we have to use them wisely. My advice to female business owners is to throw away the need to be in control of everyone and everything. Instead, focus on your own happiness, and trust that you will achieve great things by doing what makes you happy. In my journey I've learned that having this type of faith in yourself is life-altering and actually puts you more in control of your destiny."

Visit conf.wbenc.org to learn more about the Host Committee and to register for the upcoming conference.

About Gravity Pro Consulting

Gravity Pro Consulting inspires, builds and delivers leading-edge technology that solves real-world business challenges. From design through implementation, GPC helps organizations realize competitive advantages and organizational efficiencies through the power of technology solutions. For more information, please visit www.GravityProConsulting.com.

About WBENC

Founded in 1997, WBENC is the leading third-party certifier of businesses owned and operated by women, with over 13,000 WBENC-Certified WBEs. WBENC-Certification is accepted by more than 1,000 corporations representing America's most prestigious brands, in addition to many states, cities and other entities. Throughout the year, WBENC and its 14 Regional Partner Organizations provide opportunities for interactions between more than 650 member corporations, government agencies and thousands of certified WBEs at business building events and other forums. WBENC is a 501(c)(3) nonprofit organization that seeks and accepts donations from corporations, foundations and individuals that support its mission and programs. For more information, please go to <http://www.wbenc.org>.

About WBEC-West

WBEC-West is a regional partner of the Women's Business Enterprise National Council (WBENC). As an affiliate organization, WBEC-West implements the certification standards of WBENC throughout Arizona, Colorado, Southern California, Utah, Wyoming, Nevada, Hawaii and Guam. For more information, please go to <http://wbec-west.com/>.

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WBEC-WEST

To create a network of informed, prepared, and engaged Women Business Enterprises and corporations through certification, education, and targeted networking events.

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