



Kaygen, Data Visionary and Corporate Solutions Partner, Joins WBENC National Conference & Business Fair Host Committee

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Rashmi Chaturvedi, President of Kaygen Inc., a premier data strategy and solutions provider headquartered in Irvine, CA, has been named a member of the Host Committee for the Women's Business Enterprise National Council (WBENC) National Conference & Business Fair taking place in Las Vegas, NV in June 2017.

Founded in 2003, Kaygen enables Fortune 500 corporations to leverage their data as a strategic asset in solving their most pressing business challenges and achieving their strategic goals. Kaygen's data-driven solutions enable clients to most effectively utilize their enterprise data from the shop floor to the boardroom so they can make the right decisions to maximize productivity, efficiency and profitability.

"The WBENC National Conference & Business Fair is an unmatched opportunity to meet decision makers at national corporations, and gain valuable insights into their business needs," Chaturvedi said. "I am honored to be part of the Host Committee and WBE community of women who are so talented and generous in helping others grow and advance their business."

The WBENC Host Committee members are leaders of WBENC-Certified Women's Business Enterprises (WBEs) from a wide range of industries. Host Committee members serve as spokespeople for WBENC, reaching out to prospective constituents who are interested in becoming part of the network, helping women in business to further develop their companies.

Chaturvedi explains how the strategic use of data can empower corporations to achieve core business goals such as enhanced customer experience, reduced operating costs, risk mitigation or improved regulatory compliance. "Through insightful data analysis, we are able to swiftly identify gaps in a company's performance and create cohesive solutions to fill them," she says. Kaygen's brain trust of data strategists and technology experts serves major corporations by both designing and implementing those solutions.

WBENC Certification is key for women in business, she says. She represents WBEC-West on the WBENC National Women's Enterprise Forum, and is Forum Vice Chair for WBEC-West's Forum, representing Los Angeles & Orange County. She is a graduate of the Toyota Mentorship Program and is a WBE Co-Lead for the 2016-2017 class. She is also a graduate of the UCLA Anderson School of Management & Management Development for Entrepreneurs.

She urges women business owners to "Keep your passion alive. As an entrepreneur you will be wearing many hats and involved in different tasks but as long as you have the drive to take the risk and see the bigger picture you will succeed. Set your goals high and you will reach them one day."

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

About Kaygen

Founded in 2003, Kaygen's team of Data Visionaries enables Fortune 500 corporations to leverage their data as a strategic asset in solving business challenges and achieving their goals. Kaygen's brain trust of data strategists and technology thought leaders design and implement data-driven solutions empowering their clients to compete more effectively. Core outcomes include enhanced customer services, streamlined processes, business transformation, risk mitigation and regulatory compliance. Services include Data Strategy and Governance; Data Quality and Stewardship; Master Data Management; Cloud Services; Business Intelligence and Analytics, and Big Data & Enterprise Integration. Kaygen designs data solutions using a variety of platforms; and its excellence is illustrated by its status as an award-winning Oracle platinum partner. Kaygen has been listed in the Inc. 5000 list for 2014 and 2015. Visit www.Kaygen.com for services overview and client success stories.

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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