



*FOR IMMEDIATE RELEASE*

## **Jaymie Scotto & Associates (JSA) “Technology and the Environment – The Future of Sustainability” Virtual CEO Roundtable Set for December 14<sup>th</sup>**

C-Level Executives from Whoa.com, Purdue University Northwest, the Cognitive Consortium and NIWA to speak on “*Technology and the Environment – The Future of Sustainability*”– Live Simulcast on **Thursday, December 14 at 11:30 AM EST**

**MIDDLEBROOK, VA, November 29, 2016** – [Jaymie Scotto & Associates](#) (JSA), the preeminent marketing, public relations and event-planning firm serving the tech and telecom industries, today announces its latest Virtual CEO Roundtable installment, “[Technology and the Environment – The Future of Sustainability](#)” to be webcast live on Thursday, December 14 at 11:30 AM EDT.

Michael Goodenough, Digital Transformation Officer of [Whoa.com](#), will moderate and lead the discussion between panelists: Mont Handley - Associate Director -Commercialization & Manufacturing Excellence Center - Purdue University Northwest; Zachary Damato - COO – [NIWA](#); and Dawn Riziti, Co-Founder of the [Cognitive Consortium](#).

“Our environment is something we learn more about every day,” states Goodenough. “This knowledge is coming from the use of technology to help us understand its infinite complexities. With the dawn of cognitive era, our tools have now evolved to meet our demand to know the answers to the most complex questions about our environment. These panelists are the future-makers; using technology as boundary breakers. They are our foundation of the future; creating the ability to go where no life form has gone before - while caring for the sustainability of where we are today. I’m really looking forward to unpacking this subject on JSA TV.”

This roundtable will explore the rise in clean living and overall environmental awareness. It will detail many of the technological advances that are shaping how we live and how technology has become a revolutionary partner in future sustainability. Further, this roundtable will detail many of the technological advances brought about by the emergence of the Internet of Things (IoT), including how IoT is quickly becoming an integral part of how we manage and improve our environmental assets, from water to soil to air...and everything in between.

**Limited complimentary virtual seats are available for the “Technology and the Environment – The Future of Sustainability” virtual roundtable – [RSVP here](#).**

Upcoming JSA Virtual CEO Roundtable topics include: *5G and IoT, M&A: Reviewing the Big Deals of 2016 & Predictions for 2017*, and more in 2017. To view all dates, topics, and speakers, please visit <http://www.jaymiescotto.com/virtual-roundtables/>. To submit your c-level for consideration for the next Virtual Roundtable, please email [media@jaymiescotto.com](mailto:media@jaymiescotto.com).

To learn more about JSA, please visit [www.jaymiescotto.com](http://www.jaymiescotto.com). To watch previous CEO Roundtables, click [here](#).

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### **About JSA**

Celebrating more than a decade of success, Jaymie Scotto & Associates (JSA) is the preeminent provider of Public Relations, Marketing and Event Planning services for the tech and telecom industries. Awarded 'Most Outstanding Telecoms PR Agency' by LiveWire for 2015 & 2016, our success is attributed to our skilled JSA team, innovative tools, and established media and industry relationships, allowing us to deliver the finest outreach and brand awareness services available – with measurable return on investment.

Our clients enjoy 'insider access' to the top reporters, bloggers, analysts and thought leaders shaping tech and telecom – as well as critical networking opportunities, including JSA's own industry networking event, [Telecom Exchange \(TEX\)](#). We also feature client and marketplace news via [JSA TV](#) (our video newsroom on YouTube), [JSA Radio](#) (our podcast channel on iHeartRadio), [Virtual CEO Roundtables](#) (our monthly panel discussions with top thought leaders), [Telecom News & Trends](#) (our video newsletter) and [Telecom News Now](#) (our industry blog). To learn more about how JSA can elevate your brand, visit [www.jaymiescotto.com](http://www.jaymiescotto.com).

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