

FOR IMMEDIATE RELEASE

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Beth McClure, Director of Marketing & Communications
emcclure@COCAstl.org, 314.561.4868

KATHRYN FINNEY TO DISCUSS DIVERSITY AND TECH AT COCAbiz EVENT SPONSORED BY CORTEX

Tech Leader Will Offer Strategy Advice for Creating 'New Normal'



ST. LOUIS, Feb. 6, 2018—National tech leader Kathryn Finney will discuss ways to increase innovation and diversity at a March 6, ticketed COCAbiz event at the Grandel Theatre, COCA-Center of Creative Arts announced today.

In her thought-provoking presentation, Finney will discuss cultural, technological and historical barriers to increasing diversity in tech. She will discuss how her organization—[digitalundivided](#), or DID—is addressing those barriers to create a “New Normal.”

Finney is the founder and managing director of DID, which helps Black and Latina women working in technology by providing networking, coaching, and funding assistance to build, scale, and exit their high-growth companies.

Finney also is a general partner in [the Harriet Fund](#), the first pre-seed venture fund focused on investing the untapped potential of high potential Black and Latina women-led startups.

An honors graduate of Yale University and Rutgers University, Finney was named an Eisenhower Fellow and she received the Champion of Change Award from the White House in 2013. Finney has been identified as an important tech leader by several publications, including *Black Enterprise*, *Cosmopolitan*, *Ebony*, *Entrepreneur Magazine*, *Marie Claire* and the *New York Business Journal*.

Finney’s presentation is part of [COCAbiz](#), which provides immersive arts-based training, programming and consulting for business professionals. bizSESSIONS welcome progressive thought leaders to offer insights, inspiration and tips on embracing creativity and innovation in business.

This COCA bizSESSION is sponsored by [Cortex](#). Tickets available at [cocastl.org](#).

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ABOUT COCA

Founded in 1986, COCA is the fourth largest multidisciplinary community arts center in the country and a national leader in innovative arts education. With a mission to enrich lives and build community through the arts, COCA serves 50,000 people of all ages and skill levels, from enthusiastic amateurs to emerging professionals—all taught by a faculty of distinguished arts educators. Visit [www.cocastl.org](#) to learn more.