

October 2, 2013



Jenny Lawton, President of MakerBot, to Speak at Grace Hopper Celebration of Women in Computing

A Program of the Anita Borg Institute for Women and Technology October 2-5, Minneapolis, MN

MakerBot:

WHO: Jenny Lawton, president of MakerBot®, will join a panel discussion on *The New Industrial Revolution: How Advanced Manufacturing is Creating Disruptive Opportunities for Women* at the [Grace Hopper Celebration of Women in Computing](#) at 3:45 p.m., Thursday, October 3, 2013, at the Minneapolis Convention Center (MCC), Room 200 D-G.

Jenny Lawton has been instrumental in transforming MakerBot into the global leader in the desktop 3D printing industry, and is helping fuel the Next Industrial Revolution through 3D printing. She has been with MakerBot since 2011 and has been responsible for the overall strategy and growth of the company, including strategic partnerships, product development, and retail.

WHAT: Jenny Lawton will participate in a panel discussion with Penny Herscher, CEO of FirstRain, Christine Furstoss, global technology director with GE Global Research, and Kristen Turner, CMO at Ponoko. The panel will explore and discuss the effects of exciting new technologies, such as 3D printing, design and fabrication, that all have the potential to enable a new generation of female entrepreneurs. The panel will explore how these innovations have already begun changing the world of inventing and manufacturing, impacting the evolution and democratization of global manufacturing and defining new roles these technologies can play in the economic empowerment of women.

WHEN & WHERE: 3:45 p.m., Thursday, October 3, 2013
Minneapolis Convention Center (MCC)
Room 200 D-G
Minneapolis, MN

****Note: To schedule an interview with Jenny Lawton, please contact jenifer.howard@makerbot.com.**

WHY: **MakerBot**, a subsidiary of Stratasys, Ltd., is leading the Next Industrial Revolution by setting the standards in reliable and affordable desktop 3D printing. Founded in 2009, MakerBot has built the largest installed base of desktop 3D printers sold to innovative and industry-leading customers worldwide, including engineers, architects, designers, educators and consumers. The MakerBot 3D Ecosystem drives accessibility and rapid adoption of 3D printing and includes: [Thingiverse.com](#), the MakerBot [Digitizer](#) Desktop 3D Scanner, the MakerBot [Replicator](#) line of Desktop 3D Printers, [MakerWare](#) software, [MakerCare](#), the MakerBot retail [store](#), and strategic partnerships with top-tier brands. MakerBot has been honored with many accolades, including *Popular Mechanics*' "Overall Winner" for best 3D printer, *Time Magazine*'s "Best Inventions of 2012," *Popular Mechanics*' "Editor's Choice Award," *Popular Science*'s "Product of the Year," *Fast Company*'s "One of the World's Top 10 Most Innovative Companies in Consumer Electronics," and many more. Join the Next Industrial Revolution by following MakerBot at [makerbot.com](#).

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Source: MakerBot