

Press Release

September, 21th 2020

KEYRUS

Keyrus will be a guest speaker at the "Women & Diversity in Data Science" round table organized by HEC Montréal Data Science Club in partnership with IVADO

Keyrus Canada will proudly participate in the "Women and Diversity in Data Science" panel discussion through the voice of its Director of Marketing and Human Capital, Elodie Palluet. Join us on September 23rd, from 5 to 8 pm.

Montreal, September 21, 2020: This second year of partnership between Keyrus Canada and HEC Montreal Data Science Club is off to a great start, with the participation of Elodie Palluet to the "Women and Diversity in Data Science" panel, organized in collaboration with IVADO.

An event that resonates even more in the light of the recent social movements.

Given the resurgence of social movements campaigning for greater equality (Black Lives Matter and #METOO are just two examples), it is now essential that all actors in our society get involved. This panel will seek to demonstrate the need for an inclusive approach in our organizations and will focus particularly on how to implement concrete measures, starting from the recruitment process.

To this end, this roundtable will bring together various actors from the data world such as lawyers, ethicists, technologists and professionals from the community, and will be moderated by Marilou Daudier, Equity, Diversity and Inclusion Advisor at the Institute for Data Development (IVADO). Keyrus Canada is honoured to participate in this exchange through the voice of Élodie Palluet, Director of Marketing and Human Capital,

"It is a great honour to participate in this roundtable. I am proud to say that, today, Keyrus is an important player in the IT industry' diversity inclusion and valorization. The organization of this type of event allows us to collectively strive for more equality. It is by keeping talking about it that real progress will be seen," says Élodie Palluet.

To register, please click here:

https://docs.google.com/forms/d/e/1FAIpQLSdPXWUyxBSipmPOYq4iLQc_InZnbaDUZRke36yb7eb3zIKNUg/viewform?fbclid=IwAR2Zub4yI56Fag1duj9w7xDE7f_DqhiBIR5SUcsRzHE_S6AqFGNAXeZRFJ8

ABOUT HEC MONTREAL DATA SCIENCE CLUB

Data Science Club is a HEC Montreal graduate student organization. Their mission is to bridge the gap between students, professionals, professors and companies working in data science in order to facilitate dialogue, knowledge transfer and creation of employment opportunities.

By allowing HEC community to meet data professionals in Montreal (and beyond), they foster knowledge development and building of a strong connection between students, employers and data experts.

www.keyrus.ca

ABOUT KEYRUS

Keyrus, value creator in the Data and Digital age

An international actor specializing in Data and Digital technologies, **Keyrus'** mission is to help companies benefit from Data and Digital paradigm in order to increase performance, facilitate and accelerate transformation, generate new levers of growth, competitiveness, and longevity.

Placing innovation at the heart of its strategy, **Keyrus** develops value propositions that are unique in the market around an innovative offer that relies on expertise in three major and convergent disciplines:

- **Data Intelligence:**
Data Science – Big Data Analytics – Business Intelligence – EIM – CPM/EPM
- **Digital Experience:**
Innovation & Digital Strategies – Digital & CRM Marketing – E-Commerce – Digital Performance – User Experience
- **Management & Transformation Consultation:**
Strategies & Innovation – Digital Transformation – Performance Management – Project support

Present in 18 countries and on 4 continents, **Keyrus** Group employ's 3,200 collaborators.

Keyrus is listed in compartment C of the Euronext Paris Eurolist

(Compartment C/Small caps – ISIN Code: FR0004029411 – Reuters: KEYR.PA – Bloomberg: KEY:FP)

Further information can be found at www.keyrus.ca

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