

**DATA  
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# **Data Society Media Kit**

# Company Overview

Data Society delivers custom data science training programs and technology solutions for government and commercial sectors. We combine analytical and mission expertise to help you to create a results oriented organization by investigating, designing, and implementing AI/ML-powered software solutions and tailored programs for workforce development.



## Industries We Serve

- **Healthcare**
- **Financial Services**
- **Professional Services & Consulting**
- **Aerospace & Defense**
- **Telecommunications**
- **Government**

## Company Fast Facts

- **TOP TEN EDTECH COMPANY (FORBES)**
- **WOMAN-OWNED SMALL BUSINESS**
- **FOUNDED IN 2014**

**100+** COMMERCIAL & GOVERNMENT CLIENTS

**10,000+** PROFESSIONALS IMPACTED

## Our Suite of Services

- **ARTIFICIAL INTELLIGENCE SOLUTIONS**
- **PREDICTIVE MODELS**
- **RESEARCH + DEVELOPMENT**
- **CLOUD-NATIVE COURSES**
- **PROJECT IDEATION & DESIGN THINKING**
- **ARTIFICIAL INTELLIGENCE & MACHINE LEARNING**
- **TRAINING PROGRAMS**
- **UI/UX ANALYTICS**
- **RAPID PROTOTYPING**
- **EXECUTIVE TECHNOLOGY COACHING**
- **DATA INTEGRATION**
- **WORKFORCE DATA SCIENCE, AI**
- **TECHNOLOGY SKILLS ASSESSMENTS**

# Meet Our Leadership Team

Our work has leveraged advanced data science techniques to address efficiencies, advance research, and reduce costs for healthcare and other organizations.



[Executive Team >>](#)



**Merav Yuravlivker**  
CHIEF EXECUTIVE OFFICER

[LinkedIn >>](#)

Merav has over a decade of experience in the education field, from classroom teaching to instructional design and building online learning platforms. Through Data Society, she has helped companies save millions of dollars with pedagogically sound and effective data science training programs. Merav is passionate about automating tedious tasks and providing the data science skills that professionals need to solve their most challenging problems.

“Once every Fortune 500 company and government agency has a Data Academy running, industries will transform in how they operate, solve critical challenges, and value their workforce.”

# Company Bio

## ABOUT DATA SOCIETY



In 2014, Merav was looking for a way to take her powerful passion for education to a new level of impact. Seeing the power and ease new programming tools and data science could bring to all types of professionals, Merav saw an opportunity to use her background as an educator to change the world.

## Data Society was born to help professionals learn and adapt to the fast-changing technology world.

Over the past seven years, Data Society has worked with organizations to build their data capacity and open up new opportunities for expansion by developing tailored data science training programs.

These programs led to the up-skilling of thousands of professionals, saving their employers hundreds of millions of dollars.

Our growth over this pandemic has been game-changing. Our team has expanded from 20 employees to 50, hiring some key positions to accelerate our continued growth as the need to wrangle data has become ubiquitous in federal agencies and corporations.

Focusing on our internal growth, we have secured some vital internal hires. In the past year, we onboarded - SVP of Solutions (23- year veteran, partner at Booz-Allen Hamilton), VP of Marketing, the sales team of four, VP of Business Development, Comptroller, Paralegal, and a Head of HR - for our rapidly expanding team.

We have a new DC office location two blocks from the White House, and we remain privately owned and operated. We expect to continue our growth trajectory, hire more team members this year, and expand our reach both in the US and possibly internationally.

# Clients We've Worked With

- Abt Associates
- AFWERX
- United States Air Force
- Government of Canada
- OptumHealth
- Discover Financial Services
- United States Department of Health & Human Services
- Inter-American Development Bank
- United States of America Department of State
- IQVIA
- Vertex
- North Carolina Department of Health & Human Services
- CDC
- ICF
- United States Army
- Northrop Grumman
- NASA
- Booz Allen Hamilton
- Deloitte
- Capital One
- Care Credit
- International Monetary Fund
- FDIC
- U.S. Department of the Treasury

# Testimonials

WHAT OUR CLIENTS HAVE TO SAY



Agile software development is key to the Air Force's future and this nation's ability to compete in a near-peer, multi-domain environment. Innovation efforts like NEXUS are unleashing the power of Airmen to solve problems at the unit level. The students demonstrated how ordinary Airmen, given access to the right data and training, can produce applications to assist with everything from aircraft mission planning to service-level force management."



**Lt. Col. Eric Frahm**

ATID Director, [U.S. Air Force](#)



It's not enough to worry about speed and cost - to solve problems with data, you need to know how to collect, compute, and share it in ways that provide genuine insight and move people to action."



**Michael W. Link, Ph.D.**

Division VP, [Abt Associates](#)

# Case Studies



**Putting Broadband Coverage Gaps on the Map**



**Improving Access to Healthcare for 123 Million People**



**Making Data Work for the Department of Health & Human Services**



**Mission-Critical Data Science Training at DOS**



**Tailored Training Fellowship Drives New Business Wins**



**Scaling Risk Mitigation through Machine Learning at Inter-American Development Bank**



**Recruitment Soars Following Data Science Pilot Program at AFWERX**



**Upskilling the Data Analytics Workforce**



**A Cybersecurity Search Engine to Protect Our Nation**

# Fact Sheet

## OVERVIEW: HIGHLIGHTS AND TIMELINE OF CONTRACT WINS



- 2015 [Kickstarter](#) campaign to bootstrap, \$35K
- 2016 Federal Data Program with the Executive Department of Commerce, \$29K
- 2016 [RAND](#) project for national-level transparency into the K12 market, \$250k
- 2017 Northrop Grumman training contract, \$690k
- 2017 Comcast Training (5-year academy, +\$100M client savings, \$500k of training revenue)
- 2018 State Department contract worth \$700k for data science and analytics training
- 2019 USAF AFWERX - [Project Nexus](#), \$660k (quantified ROI of \$5M)
- 2019 Project CAFE for USAF, semantic search engine, \$2.3M
- 2019 State Department award, \$4.3M (ongoing government contract)
- 2020 Skillsoft partnership, training [bootcamp against bias](#) in data, \$250K
- 2020 Skillsoft Python [bootcamp training](#)
- 2021 FDIC created a capability to see bank-level and national-level banking risk, \$250k in revenue, awaiting a \$3.8M contract win

## PARTNERSHIPS:

- [CFPB](#) sprint in partnership with Google Cloud
- [Google Cloud](#)
- Anaconda
- Skillsoft
- Open-Eye Advisors
- NEO4J



# Press



## TITLE

## LINK

Data Society Joins Google Cloud Advantage Partner Program



Google and the CFPB to Empower Borrowers with Bias Risk Detection App



Data Society Announces Rebrand



Global EdTech Investments And Outlook: 10 EdTech Companies  
You Should Know About (Forbes)



EY Entrepreneur Of The Year finalist



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# Contact info



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# DATA SOCIETY:

Data Society is a DC-based data science training & Solution company.  
Our passion is to bring data science to enterprise companies and federal partners looking to become data driven.

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