

## FOR IMMEDIATE RELEASE

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### Saskatoon-based CEO wins international AI award

Today, at VentureBeat Transform 2021, Briana Brownell, Founder and CEO of Saskatoon-based Pure Strategy was selected as winner of the AI Entrepreneur award during the third annual Women in AI awards.

"It's an honor to win this award and to be nominated alongside so many entrepreneurs doing amazing things in AI. I really believe that artificial intelligence will be one of the most important technologies in the future and will touch the lives of everyone around the world. I'm thrilled to be some small part in this shared future." said Brownell.

Pure Strategy's Automated Neural Intelligence Engine (ANIE) technology has been used extensively by companies in the pharmaceutical industry, utilities, retail, and financial services companies to understand patient and physician decision-making, forecast technology adoption, understand customer complaints, and improve customer satisfaction.

Pure Strategy recently forged a major partnership with Silicon Valley-based HCare to use their Automated Neural Intelligence Engine (ANIE) technology to improve health outcomes.

"Hcare is in a partnership with Pure Strategy revolutionizing healthcare," explained HCare CEO Roger Sanford. "Our Joint Venture uses ANIE to aid Doctors, Specialists, RN's, and Physicians Assistants to communicate with awareness to patients and with each other. Often, healthcare professionals lack awareness of critical sociocultural factors which have an important effect on health beliefs, compliance and behaviors. ANIE provides matching and social skills to manage the disparities, improving understanding in order to communicate appropriately and effectively. This improves the quality of care, shortens recovery times and reduces costs. Each culture has set rules that its members take for granted. While a culture's knowledge, rules, beliefs, values, phobias, and anxieties are internally taught explicitly, most of the information is difficult to surface. That's what ANIE does. Healthcare will never be the same again!"

Briana Brownell grew up in Swift Current and attended the University of Saskatchewan for an undergraduate degree in mathematics. "That's where I really started becoming interested in AI – I was fascinated by the idea that some things that humans did that seemed so easy were so difficult for a computer to do, and vice versa. I wanted to understand why that was." She later completed an M.A. in Economics at Carleton University and through her career as a data scientist, she worked with companies across many different industries. "I found that data analysis could give huge value to companies, but at the same time the amount of data to analyze was exploding so fast it was hard for companies to keep up. So, I decided to build the technology tools that could enable a data scientist to do the same kinds of analysis they could do by hand, but much faster, more accurately, and more reliably. That's where the idea for Pure Strategy's core technology, ANIE, was born."

#### About Pure Strategy

Pure Strategy brings artificial intelligence to business analytics so companies can get better ROI on data collection programs, improve customer experience and make better products. Using deep neural networks and machine learning, we create a personalized AI to understand companies' most important data streams.

#### About VentureBeat and Transform 2021

VentureBeat is the #1 publisher of AI coverage. VentureBeat's mission is to be a digital town square for technical decision-makers to gain knowledge about transformative technology and transact.

VentureBeat events are the premier experiences dedicated to the VB community. Transform 2021 is a five-day event with 2,000 attendees and 90+ speakers. The Women in AI Awards were created to honor women who are leaders in Artificial Intelligence.

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