

Cornell University Invites Sudeshna Datta, Co-Founder, AbsolutData Research and Analytics as Speaker at Camp Start Up

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Agency: **Grey Cell Public Relations**

New Delhi, July 22, 2007: The Johnson School at Cornell University recently invited Sudeshna Datta, Co – Founder and EVP Corporate Development, AbsolutData Research and Analytics, a global research and consulting firm as Speaker at Camp start up.

The Johnson School has teamed up with Independent Means, Inc., the leading provider of education for girls' financial independence, to offer this exciting summer program at Cornell University. The programme focused on concept of entrepreneurship, growing business & leadership skills in young women.

“Entrepreneurs & Their Dreams” was one of the most popular activities at the camp and it aimed towards teaching the essentials of entrepreneurship by offering campers a personal glimpse into the opportunities & challenges of building and growing business.

Talking about her experience at Camp Start Up, Sudeshna said, “It’s great to be back at Cornell and to be able to influence the outlook of these young women as they start thinking of higher education and career. The invaluable experience they are getting with early exposure to the dynamics of running a business is quite tremendous and will enable them to explore new ideas and career opportunities”. Over the last five years, close to 200 young women between 13 – 19 year of age group have graduated from Camp Start-Up at Cornell and this year there were 35 students from all over US for the 8-day intense program.

Other speakers during the program included senior management professionals from leading companies such as Coach, IBM and Abercrombie & Fitch.

AbsolutData Research & Analytics is a professional service firm that provides consulting-oriented Advanced Analytics and Market Research services to its global clients. It helps its clients maintain and augment their market position by delivering enhanced value through a combination of significant cost savings, superior talent, process excellence and innovation. The leadership team comprises of professionals with deep experience in consulting, brand management and quantitative methods in companies such as McKinsey & Co., Kraft Foods, Mitsubishi and GE. It has staff strength of over 130 professionals across various offices. AbsolutData clients include the world’s top three consulting companies, the largest food company in the US, a leading credit card issuer, leading retailers, four of the top 20 market research companies and a number of technology and software leaders.

AbsolutData is headquartered in the San Francisco Bay Area in California and has operations located in New Delhi, India.

For further information, please log on to: www.absolutdata.com

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