

# a2i and Bangladesh team wins 3 gold and 2 silver at ITEX, Malaysia

The team from Bangladesh has won 3 gold and 2 silver awards at the International Invention, Innovation, and Technology Exhibition (ITEX) 2023 competition, held in Kuala Lumpur, Malaysia. The technical consultant for the Bangladesh team was a2i (Aspire to Innovate).

This two-day long competition wrapped up on 12 May 2023, with gold awards being given to the following winners from Bangladesh: Bangla Traders in the agriculture category, AmarPay in the ICT, telecommunication and audiovisual category, and Zynax Health Limited in the medical health category.

Additionally, EGuardian in the environment-energy category and Bangla Track in the ICT, telecommunication and audiovisual category received silver awards respectively.

As per a press release, a2i has participated in previous iterations of ITEX in 2018 and 2019 with their own entries and won a total of three gold and six bronze awards, including receiving special recognition for one of the projects. Since then, a2i has promoted ITEX among the Bangladesh startup community and local tech entrepreneurs, eventually shifting their role to technical consultant for the Bangladesh team this year.



## Who is Linda Yaccarino

### Everything you need to know about Twitter's new CEO



Elon Musk, the owner of Twitter, has announced Linda Yaccarino as the new Chief Executive Officer of the popular social media platform. The appointment of this 59-year-old American media guru of Italian descent has sent ripples through the tech industry, sparking curiosity and speculation about the future of Twitter under her leadership. Let's delve into the

background and accomplishments of Linda Yaccarino, the woman at the helm of the microblogging giant.

Born in 1963 in New York, Linda Yaccarino grew up with her parents, Bob Yaccarino and Isabella Bartolone Yaccarino, who were immigrants. She has two sisters, Lori Yaccarino Armstrong and Kate Yaccarino, who have also carved out successful careers in their respective fields.

Yaccarino received her education at Deer Park High School and later attended Penn State University. It was during her time at Penn State that she did an internship at NBC, setting the stage for her future career in media and broadcasting.

Her professional journey began at Turner Broadcasting, where she worked as the executive vice president and COO of advertising sales, marketing, and acquisitions for almost two decades, from 1992 to 2011. During her tenure at Turner, Yaccarino played a pivotal role in driving revenue growth and establishing the company as a force to be reckoned with in the media landscape.

In 2011, Yaccarino joined NBCUniversal Media, LLC, as Chairman of Global Advertising & Partnerships, further cementing her reputation as a leader. Her contributions to NBC were far-reaching, spearheading innovative advertising strategies and forging crucial partnerships. It was under her guidance

that NBC Universal experienced remarkable growth and became a powerhouse in the industry.

Yaccarino's decision to resign from NBCUniversal Media, LLC, came as a surprise to many. However, just hours after her announcement, Elon Musk unveiled her as the new CEO of Twitter, marking a significant milestone for the social media platform. Notably, Yaccarino's appointment is groundbreaking, as she becomes the first female CEO in Twitter's history. This milestone represents a step forward for gender diversity at the highest levels of tech leadership.

Beyond her professional achievements, Yaccarino has also ventured into the world of entertainment. From 2011 to 2012, she even found herself in front of the cameras as a contestant on the Italian version of the reality show Big Brother. This experience showcased her versatility and willingness to step out of her comfort zone, attributes that will undoubtedly serve her well in her new role as Twitter's CEO.

With Linda Yaccarino at the helm, Twitter enters a new chapter in its history. As the first female CEO, Yaccarino brings a wealth of experience and a fresh perspective to the platform. Industry insiders and Twitter users alike eagerly anticipate the changes she will implement to shape the future of the social media platform.