

**FOR IMMEDIATE RELEASE**  
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**Preparing the Workforce for the 4th Industrial Revolution; panel of digital and tech leaders to discuss how Apprenticeship movement will address challenges and talent gap in the workforce**

*The panel coincides in celebration of National Apprenticeship Week*

**San Antonio, Texas** - On Tuesday, November 13, a panel of industry leaders and partner organizations will discuss methods to address the talent gap in the digital and tech industries. Speakers present at the panel, to be held at Geekdom Event Centre in San Antonio, will include:

- Brad Voeller, CEO, Digital Creative Institute
- Ben Peavy, Managing Director, Accenture - Via Recorded Video
- Marcus Benavidez, Academy Director, Rackspace/Open Cloud Academy
- George Hempe, CEO, Workforce Solutions Alamo
- Sean Attwood, Sr. Director, Workforce Management, SAEDF, SA Works
- David J. Zammiello, President/CEO, Project QUEST
- Troy Johnson, Department of Labor, Employment Training & Administration

The digital marketing apprenticeship, Digital Creative Institute, represented at the panel by CEO Brad Voeller, will be co-sponsoring the event alongside the San Antonio Business Journal, Bexar County Economic Development and the Workforce Solutions Alamo.

"During a time of massive digital disruption, it is imperative that we intentionally reform our talent strategy," said Voeller. "We can't afford to fail this generation by delaying our capability to bridge the labor skill gaps. I'm excited to participate in this panel as we highlight the stories of apprentices, their employers, and how Texas is leading the way in implementing digital apprenticeships."

Last year, a years-long slump in the workforce came to a head as the White House resolved to address the issue with [Presidential Executive Order Expanding Apprenticeships in America](#). The Order stipulated that traditional education is not

adequately preparing young professionals to thrive in the workforce. Resources should instead be redirected to workforce programs better suited to foster talent, namely apprenticeships.

As the White House carries out its mission to invest in workforce programs and apprenticeships, the panel intends to discuss and create awareness for the challenges of equipping the tech industry with a requisite workforce and to celebrate National Apprenticeship Week.

The panel will be free and open to the public.

Digital Creative Institute is a digital marketing apprenticeship program designed to equip young professionals with the skills and resources necessary to thrive in their careers. The apprenticeship model is nothing new. Based out of San Antonio, DCI provides the benefits of an expert community, continued learning, and the lessons of practice in one holistic experience. We exist to provide an affordable path to successful and fulfilling careers. Cohort SA6 kicks off in January 2019. To learn more about DCI, please visit [digitalcreativeinstitute.com](http://digitalcreativeinstitute.com).

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