

# SPOTLIGHT SHINES ON WOMEN IN RELIABILITY AND ASSET MANAGEMENT MEETING DURING OPENING DAY OF MAXIMOWORLD 2018

LAKE BUENA VISTA, FL, US, August 8, 2018 /EINPresswire.com/ -- [Reliabilityweb.com](http://Reliabilityweb.com)®, the leader in discovering and delivering effective approaches to making asset managers, reliability leaders and maintenance professionals safer and more successful, announced at [MaximoWorld](http://MaximoWorld)™ that their 2nd annual Women in Reliability and Asset Management ([WIRAM](http://WIRAM)) meeting was a ringing success with over seventy women representing some of the world's leading asset-intensive organizations.

Backed by meeting advocates, Interloc and Intel®, this professional peer group was hosted by Maura Abad, Director of WIRAM. The group was founded to promote the power, communication, and integrity of women in the area of reliability and asset management, and to provide a forum to connect, share best practices and create awareness for women in the industry.

The logo for MaximoWorld, with "maximo" in a bold, black, sans-serif font and "world" in a lighter, grey, sans-serif font below it.**WIRAM**

Women in Reliability  
and Asset Management

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*Natasha Ravinand*

“MaximoWorld once again provided the perfect backdrop for women in our industry to gather and energize their thoughts, roles, and bottom-line benefits they are bringing to their organization,” said Abad.

This year’s WIRAM special luncheon speaker was Natasha Ravinand, author of “Girls with Dreams;” Science, Technology, Engineering, and Mathematics (STEM) advocate; writer; and a high school student based in Southern California. Ravinand addressed the audience on the importance of women leadership and role models in

STEM. She commented, “Women, and especially those of color, comprise a small fraction of workers in science, technology, engineering and mathematics-related fields. We must focus on increasing both gender and racial diversity in order to foster more innovation and more inclusion in technology. However, it’s also incredibly important to make technical leadership roles more accessible for women. If more women begin excelling in positions of influence in STEM, gender

biases against women in technology will begin to fade. In addition, young girls will have role models to look up to, making it more likely for them to pursue technical careers when of age.”

To get more information, join, or find an upcoming WIRAM event at a location near you, please visit [www.maintenance.org/pages/wiram](http://www.maintenance.org/pages/wiram) or contact Maura Abad: [crm@reliabilityweb.com](mailto:crm@reliabilityweb.com).

About Reliabilityweb.com:

Founded in 1999, Reliabilityweb.com is a community of knowledge and a community of practice focused on advancing reliability and asset management to make stakeholders safer and more successful. The Reliabilityweb.com team works with integrity, authenticity and responsibility. More details are available at [www.reliabilityweb.com](http://www.reliabilityweb.com) and [www.maximoworld.com](http://www.maximoworld.com).

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