

# [Dreamforce Features Historic Partnership with IAVA](#)

**SAN FRANCISCO (October 7, 2016)** – Today, Iraq and Afghanistan Veterans of America’s (IAVA) Chief Digital Products Officer, [Jacob Worrell](#), will be featured on panel at for the finale of Dreamforce. The panel is highlighting Salesforce’s extraordinary support of Post-9/11 veterans by leveraging cutting-edge technologies and developing innovative member-service solutions in partnership with IAVA. This year, the largest software event in the world is specifically highlighting the pro-bono developer support that Salesforce is dedicating to enhance our digital community tools that connect veterans and their families to vital resources.

“IAVA has always used technology to power its work on behalf of the newest generation of veterans. We continue to be a leader by relentlessly innovating and leveraging new technologies and high-tech partnerships, like our work with Salesforce, in support of our members,” said Worrell. “Salesforce has been an absolute game changer when it comes to building our community and is a key driver behind our success online. By working with the pro-bono team at Salesforce, we have had the opportunity to grow our membership and chart a plan to continue to be on the cutting edge of digital in the veteran space.”

Friday, October 7 at 9:30 AM PST, Worrell will participate in the panel, “From Pro Bono to Direct Service: Transforming Your Programs with Volunteers” focused on how Salesforce can assist non-profits in product and community building. IAVA is participating to show how nonprofits are building the next generation platforms that allow citizens and government employees to self organize and address problems in a collaborative way.

In this session, Worrell will highlight the online custom events system built by IAVA on the Salesforce platform to allow easy access to nationwide gatherings known as “VetTogethers.” Additionally, Worrell will discuss the integration of IAVA’s web-based community, “myIAVA”, with the organization’s Rapid Response Referral Program (RRRP). Since the establishment of the RRRP program, IAVA has helped more than 5,000 veterans access the New GI Bill, find healthcare and legal support, access emergency housing and financial assistance, partner with mentors for career guidance, connect to mental health treatment and more.

**IAVA** is a recognized leader in the nonprofit space in social and digital innovation. Through such tools as [NewGIBill.org](#) and [The Wait We Carry](#) IAVA has connected 1.2 million veterans with resources and links to their community.

## **About Dreamforce**

[Dreamforce](#) brings together thought leaders, industry pioneers, and thousands of their peers for four high-energy days of fun, inspiration, networking, and giving back. With over 1,500 sessions and thousands of live solutions from

the world's largest cloud ecosystem, Dreamforce has tailored content specific to industry, role, and company size.

**About [Jacob Worrell](#), IAVA Chief Digital Products Officer**

As Chief Digital Products Officer, Jacob is responsible for overseeing IAVA's Digital Products Division, which is responsible for IAVA's website and other web properties, their Salesforce database, and their online community for veterans, "myIAVA". A former sergeant in the Army's 172nd Stryker Brigade, Jacob deployed to Iraq from August 2005 to December 2006. Since leaving active duty service, Jacob has stay connected to the veterans service community through volunteerism and, starting in 2012, as a member of IAVA's staff. He is interested in re-writing the playbook for how a non-profit engages and serves constituents through digital platforms. Jacob is a graduate of Amherst College where he received a BA in Economics and Philosophy.