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Trifork takes over YOW! to strengthen global position in tech conferences

London, Schindellegi, Austin, Sydney - Skills Matter, the community and events platform for software professionals, has sold YOW! Conferences to Trifork, a NextGen IT company that develops innovative software solutions in collaboration with its customers. Trifork has extensive experience operating and running their own GOTO conferences for software developers. Trifork also worked in collaboration with YOW! from 2008-2020.

Jørn Larsen, CEO of Trifork remarked, *“We are happy to welcome back YOW! to the Trifork family. More than 15 years ago we co-founded YOW! and ever since the day we left, we were hoping one day to work together again and that day has come now. Technology innovation happens all over the world and having our finger on the pulse in the Asia-Pacific region too makes a major difference and supports our wish to gather the brightest minds in the software community to help developers tackle projects today, plan for tomorrow and create a better future. Our conference and tech discovery activities will continue to expand in order to have a better picture of technology trends.”*

Dave Thomas, Founder of YOW! Conferences remarked, *“The Trifork team has been an important part of the YOW! family since its inception. I’m delighted to have the opportunity to work with Trifork to bring YOW! to new audiences around the globe.”*

Frank Rodorigo, CEO of Skills Matter commented, *“We are excited to work with Trifork who will add YOW! Conferences to their popular GOTO Conferences line-up to deliver a series of global emerging technology events. Skills Matter will focus on its community platform and create global communities to support these events.”*

Trifork will take over operations for all YOW! Conferences, beginning with YOW! London in November and YOW! Sydney, Melbourne, and Brisbane in December. Skills Matter will operate YOW! Perth later this month in Australia.

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About Skills Matter

Skills Matter powers the world's most innovative businesses by bringing together technology creators, users and adopters to learn skills, share expertise, and evolve ideas. We believe that the community ecosystem is the best tool to help developers and engineering teams share ideas, break down barriers, and discover new ways of solving common challenges.

With 100,000+ members from 126 countries, we are one of the world's largest communities of software engineers — and the only one that regularly gets together in person and online to share the latest tech, skills and ideas. Every year we organise hundreds of expert-led talks, conferences, meetups and workshops on the topics that truly matter to engineering teams. And if you can't be there in person, recordings of our events are available 24/7 in our [free online library of SkillsCast videos](#).

About Trifork

Trifork is a global NextGen IT company that develops innovative software solutions in collaboration with its customers. The company has more than 1,021 employees, across 61 business units, with offices in 12 countries in Europe and the USA, and works in six business areas: Digital Health, FinTech, Smart Building, Cloud Operations, Cyber Protection and Smart Enterprise. Trifork's research and development takes place in Trifork Labs, where Trifork continuously co-invests and develops technology start-up companies. Trifork is behind the brand, GOTO, which runs a global tech community with more than 36 million views on YouTube.

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