Media Information

PINK ELEPHANT ANNOUNCES JOINT
CASE STUDY OF THE YEAR AWARD RECIPIENTS

Tied Result A First In Award History

Las Vegas, NV – February 17, 2016 – Pink Elephant, a premier global training, consulting and conference service provider, today honored Joe McBreen, CIO, St. Vrain Valley School District, and Joseph Hayes, VP & CIO, Prudential Group Insurance as joint winners of the 2015 IT Excellence Award: Case Study Of The Year. They were honored with this award at the final day of the 20th Annual International IT Service Management Conference & Exhibition – "Pink16" at the Bellagio Hotel in Las Vegas.

"Congratulations to both recipients for winning this very special award. In an unprecedented turn, peer voting ended in a tie!" said George Spalding, Executive Vice President, Pink Elephant. "Joe McBreen and Joseph Hayes both showed what it really takes to translate knowledge into results – it requires trust, relentless discipline, collaboration and common sense!"

Pink Elephant's annual conference is the world's largest and most respected ITSM event. The Case Study Of The Year Award is considered to be the most prestigious of the awards presented at Pink16, as the winner is selected by conference attendees.

The winning case study sessions are:

- **How To Create A Culture Of Trust & Engagement**
  Joe McBreen, CIO, St. Vrain Valley School District
  Joe shared his story of being handed an IT department plagued with multiple challenges and quickly recognized that the key to success lay in the St. Vrain formula for building trust, which transformed a once lethargic group into a strong and trusting team, committed to service excellence.

- **IT Transformation At Prudential Group Insurance – The Next Wave**
  Joseph Hayes, VP & CIO, Prudential Group Insurance
  Following Prudential Group Insurance's 2014 Project Of The Year Award win at Pink15, Joseph Hayes reminded attendees that the evolution of IT is never complete. He discussed talent management, process discipline, re-tooling software delivery with a DevOps framework, and tools and techniques to take his organization to the next level.

The winners of the Project Of The Year, Practitioner Of The Year and Innovation Of The Year awards were announced on Tuesday.

The award presentation was followed by a keynote session by Pink16 host, communications expert and awarded entrepreneur Stuart Knight. Knight truly spoke to the "Change" portion of the conference theme *IT @ The Speed Of Change* in his presentation, as the audience left the session, and the conference, inspired to change conversations to attain what was thought impossible.

Registrations for Pink17 are open, with special offers for early registrants. For any questions about Pink16 or Pink's upcoming events, please contact 1-888-273-PINK or info@pinkelephant.com.

About Pink16

Each year, Pink Elephant presents must-attend IT Service Management conferences and leadership forums that bring industry experts and IT professionals from around the world. At the 20th anniversary celebration of the Annual International IT Service Management Conference & Exhibition in Las Vegas – "Pink16" – February 14-17, Pink Elephant has an unsurpassed line up speakers and sessions.

The program presented at Pink16 is content rich and comprehensive covering a vast array of subjects from all across the ITSM spectrum – ITIL®, COBIT®, Lean IT, DevOps, Cyber Risk & Resilience, and much more!

About Pink Elephant

We Lead The Way! A premier global training, consulting and conference service provider, Pink Elephant has an undisputed reputation for leading the way. We're proud of our pioneering and innovative spirit, which has enabled us to introduce and spearhead many revolutionary concepts and programs since our inception forty years ago.

For more information and to check out our full list of products and services, visit www.pinkelephant.com and follow Pink Elephant on Twitter: @theitilexperts

For more information, please contact:
Mehreen Hasan
Marketing Department
Pink Elephant
Phone: 905-331-5060 Ext. 251
Toll free: 1-888-273-7465
Email: m.hasan@pinkelephant.com

ITIL® is a registered trade mark of AXELOS Limited. COBIT® is a trademark of ISACA® registered in the United States and other countries.

###