

PINK ELEPHANT'S DAVID RATCLIFFE, GEORGE SPALDING & TROY DUMOULIN TO SPEAK AT FUSION 17

Burlington, ON – October 31, 2017 – Pink Elephant today announced their participation at the FUSION 17 Conference & Expo, taking place in Orlando, Florida, from October 31 to November 3, 2017.

David Ratcliffe, President, and Troy DuMoulin, VP Research & Development, have been selected as speakers for the event. George Spalding, EVP, will conduct a pre-conference workshop focused on integrating IT best practices to drive better business results.

“Pink Elephant is very honored and excited to once again be a major contributor to FUSION,” said David Ratcliffe. “We look forward to sharing our experiences and knowledge with attendees to help them adopt and adapt business practices at the speed of change.”

David will present [The Dragon's Den of ITSM: Justifying ITSM Improvement Projects to Executive Management](#) on November 1, at 11:30am, where he will provide the inside scoop on what the CxO wants to hear, and how to present projects so that they get approved.

Troy, who is also a key member of the Lean IT Association Content Advisory Board, will share his Lean IT expertise in two sessions:

- [Principle Based Leadership: Establishing True North](#) on November 1 at 3:00pm, discussing the Lean leadership approach to establishing organizational alignment based on shared Principles, Vision and Missions.
- [Developing Lean Leadership At Every Level](#) on November 2 at 10:00am, uncovering the ultimate role of a Lean leader in an organization focused on customer value.

George will help prepare attendees for the conference with [Agile Service Management Primer: Driving Value for Internal Business Partners](#). This pre-conference workshop will explain how proven IT Service Management capabilities and Lean, Agile, and DevOps practices can work together to enable digital transformation, accelerate IT processes, remove waste, lower cost, and increase value to customers.

To find out more about Pink Elephant's participation at FUSION 17, or any of Pink Elephant's training and consulting offerings, contact Pink Elephant at 1-888-273-7465 or info@pinkelephant.com.

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 40 years ago.

To learn more about Pink Elephant and our full portfolio of training, consulting and special events, visit www.pinkelephant.com

About FUSION

Jointly hosted by industry leaders HDI and itSMF USA, the annual FUSION Conference & Expo unites IT service management's best speakers, solution providers, and networking opportunities for an unparalleled educational experience. Each year, industry professionals, experts, and vendors attend to discover the best and newest technologies, ideas, systems, and methodologies. Looking for ways to improve their IT services, attendees gain valuable business contacts and tangible tools to immediately effect change within their organizations. Learn more at www.servicemanagementfusion.com.

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