

PINK ELEPHANT ANNOUNCES CASE STUDY OF THE YEAR AWARD AT “PINK17”

Recognizing The Most Outstanding Practitioner Case Study

Las Vegas, NV – February 22, 2017 – Today, Pink Elephant is pleased to announce the winners for the Case Study of the Year award as part of their annual [IT Excellence Awards](#) at Pink Elephant’s [21st Annual International IT Service Management Conference & Exhibition](#) – “Pink17” – at the Bellagio Hotel in Las Vegas.

Presented on the final day of the conference, the Case Study of the Year Award recognizes the practitioner with the highest overall rating for their case study presentation delivered at the conference. The winner is selected by conference attendees based on the overall presentation evaluation results.

“Congratulations to both recipients for winning this very special award. For the second year in a row, peer voting ended in a tie!” said George Spalding, Executive Vice President, Pink Elephant. *“Both Niel Nickolaisen and Jonathan Hinkle were able to translate their real-world experiences into relatable knowledge and inspiring advice and insights.”*

The winning case study sessions are:

- **The Trust & Ownership Leadership Model – The Foundation For The Agile Culture**
Niel Nickolaisen, CTO, OC Tanner & Author – *The Agile Culture*
Niel used his experience to explain how IT leaders can utilize the Purpose Based Alignment Model, and the Trust Ownership Model to not only survive, but thrive in a fast-paced, ambiguous world.
- **Using The Fiery Sword Of Lean With Agile Thinking To Turbocharge Service Management**
Jonathan Hinkle, AVP IT Service, American Fidelity
Jonathan presented the journey of the American Fidelity Service Desk, and how they went from a low-performing “helpless desk”, to a high performing and valued team on the forefront of organizational change.

[Winners for the other IT Excellence Awards](#) – Project Of The Year, Practitioner Of The Year and Innovation Of The Year – were announced on Tuesday February 21st at “Pink17.”

About Pink17

Pink Elephant is a global leader in providing must-attend annual ITSM conferences, leadership forums and events that bring industry experts and IT and business professionals from around the world.

This year, the 21st Annual International IT Service Management Conference & Exhibition in Las Vegas, “Pink17,” is being hosted February 19-22, 2017. The conference is widely recognized as the world's largest and most respected ITSM event.

For more information about Pink17 visit www.pinkelephant.com/pink17

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 conferences, visit www.pinkelephant.com

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