



**FOR IMMEDIATE RELEASE**

**PINK ELEPHANT LAUNCHES BUSINESS RELATIONSHIP  
MANAGEMENT PROFESSIONAL CERTIFICATION**

*Comprehensive Course Provides Foundation For Business Relationship Managers  
To Maximize Business Value*

**Burlington, ON – October 28, 2015** – Today, Pink Elephant announced that it is one of the first training organizations to present the new Business Relationship Management Professional (BRMP<sup>®</sup>) certification course. This course, originally developed by the Business Relationship Management Institute (BRMI<sup>®</sup>) and enhanced by Pink, is the perfect complement to any role focused on business alignment and value creation within an organization.

“We are excited to introduce this dynamic new course by BRMI to a wide group of business professionals,” said Troy DuMoulin, VP Research, Innovation & Product Development, Pink Elephant. “With the BRMP course, students will be able to learn how to establish and maintain successful partnerships to optimize business value.”

“Our goal is to inspire, promote, and develop excellence in Business Relationship Management across the globe,” said Aaron Barnes, Co-Creator of Business Relationship Management Institute. “With Pink Elephant as a leading global training provider, it makes absolute sense for them to be one of the first to present this course.”

This comprehensive course is based on the “House of BRM,” a model comprised of the following three key aspects of Business Relationship Management (BRM):

- The “Foundation” supports the BRM role and ensures it delivers value to both the provider organization and its business partners
- The “Pillars” define the BRM space in terms of Core BRM Disciplines
- The “Roof” protects Business Relationship Management as a key aspect of provider capability

The BRMP course is delivered by accredited Pink Elephant trainers who have met all of APMG’s highly structured and thorough requirements, and prepares candidates for the Business Relationship Management Professional certification exam. The course is currently offered in public classes throughout North America, and will be offered globally by early 2016. Those looking to gain the BRMP designation now can also participate in Pink’s virtual classes.

To learn more about this new certification course please visit our [website](#), call us at 1-888-273-PINK or email [info@pinkelephant.com](mailto: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 forty years ago.

For more information and to check out our full list of products and services, visit [www.pinkelephant.com](http://www.pinkelephant.com).

### **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](mailto:m.hasan@pinkelephant.com)

BRMP® is a registered trademark of the Business Relationship Management Institute Inc.  
BRMI® is a registered trademark of the Business Relationship Management Institute Inc.

###