

PINK ELEPHANT ANNOUNCES ALISON LEVINE AS HEADLINING KEYNOTE SPEAKER AT PINK17

*History Making Mountaineer, Best Selling Author and Leadership Expert
To Present At The 21st Annual ITSM Event In Las Vegas*

Burlington, ON – October 21, 2016 – Pink Elephant announced today that [Alison Levine](#), history-making polar explorer, mountaineer, best-selling author, philanthropist and leadership expert will be the opening keynote speaker for their [21st Annual International IT Service Management \(ITSM\) Conference & Exhibition – “Pink17”](#) – to be hosted at the Bellagio Hotel in Las Vegas, NV from February 19-22, 2017.

“This year, our Pink17 conference is centred around the topic of leadership and driving business value” said Fatima Cabral, CEO, Pink Elephant. *“We are thrilled to have Alison Levine headline our conference to challenge our attendees to think differently about leadership. The ability to translate her extreme adventure experiences into practical, unorthodox advice will inspire everyone to reach new heights.”*

Alison will reveal how leadership skills can be learned in any kind of challenging environment as told through engaging themes such as:

- Hard-Core Preparation – Sometimes it hurts;
- Go Back, Jack, Do It Again- Why backward is often the right direction;
- Complacency Will Kill You – Make your move;
- Bring It – You need you’re A-game, and then some

Attendees of Pink17 will also have the opportunity to meet Levine at a book signing of her New York Times, best-seller “On the Edge: Leadership lessons from Mount Everest and Other Extreme Environments” after the keynote presentation.

Alison Levine is an adventurer, explorer and mountaineer. She has climbed the highest peak on each continent, served as team captain of the first American Women's Everest Expedition and skied to both the North and South Poles. She holds an MBA from Duke University and served as an adjunct instructor at the United States Military Academy at West Point in the Department of Behavioral Sciences & Leadership. She founded the Climb High Foundation, a nonprofit organization dedicated to improving the lives of jobless women in Africa by training them to be trekking guides and porters to earn a sustainable living through climbing-related tourism.

About Pink17

Pink17's theme is Communicate. Connect. Change. The event will focus on how to successfully lead and manage people, processes and technology in today's ever changing IT and business landscapes. Some highlights include:

- 12 tracks with 140 sessions that cover an array of subjects and case studies including: ITSM, ITIL®, Lean IT, Agile, DevOps, Organizational Change Management, and Business Relationship Management
- IT Excellence Award Presentations: Project of the Year, Practitioner of the Year and Innovation of the Year
- 20 pre - and post - Conference Courses in ITSM, ITIL, Lean IT, Agile, DevOps, Organizational Change Management, and Business Relationship Management

For more information, to register for Pink17 or to submit nominations for the IT Excellence Awards 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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