



FOR IMMEDIATE RELEASE

## **ITINVOLVE TO SHARE INDUSTRY INSIGHT AT PINKNORTH14 IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION DEC. 8-9 IN TORONTO**

***Senior company executives to spotlight ITinvolve Workspaces that help IT professionals collaborate, operate and manage IT with agility and stability.***

HOUSTON, Nov. 18, 2014 – [ITinvolve](#), provider of the industry’s first IT agility application, today announced sponsorship of the [PinkNORTH14](#) IT Service Management Conference & Exhibition, Dec. 8-9, at the Metro Toronto Convention Centre. Senior company executives will spotlight and demo ITinvolve’s groundbreaking Cross-Team Workspaces, which bring together the right people, tools, information and analysis to help IT teams operate more effectively and efficiently.

ITinvolve is a new breed of IT management solution born from the belief that people are the greatest asset in any IT organization. The expert knowledge IT professionals have about their environments, applications, policies and the interconnectedness between them are crucial to achieving stable operations and greater business agility.

“Pink Elephant events draw IT leaders in search of service management best practices and innovative solutions,” said ITinvolve Chief Technical Evangelist [Matthew Selheimer](#). “We look forward to meeting IT executives from across Canada and sharing with them how ITinvolve can help them achieve the breakthrough agility improvements their business leaders are demanding.”

At PinkNORTH14, attendees will learn how to successfully drive business change using many best practice frameworks, models and standards such as ITIL<sup>®</sup>, COBIT<sup>®</sup>, ISO, Lean IT and more. The program is content-rich and comprehensive, covering a vast array of subjects from across the IT Service Management (ITSM) spectrum. Comprised of four tracks each with a robust lineup of industry thought leaders and practitioners, PinkNORTH14 will feature special keynote presentations from:

- Chester Elton, author, *The Orange Revolution*;
- Jim Clemmer, best-selling author, *Moose on the Table*; and
- Kirk Wiesler, motivational speaker and Chief Morale Officer at Team Dynamics.

ITinvolve’s Selheimer also will share insights on a panel session moderated by Pink Elephant VP Troy DuMoulin on “How to Create, Execute & Manage a Service Catalog” at 1:15p.m., Tuesday, Dec. 9.

For more information on PinkNORTH14, visit <http://www.pinkelephant.com/PinkNORTH14/>.

ITinvolve this summer was named a 2014 CRN Emerging Vendor, and has twice earned the Best-in-Class designation in leading independent comparative reviews conducted by *The ITSM Review*. In April 2013, Gartner named ITinvolve a Gartner Cool Vendor in IT Operations Management.



## About ITinvolve

ITinvolve creates Cross-Team Workspaces that bring the right people, tools, information and analysis together to help teams do their jobs more effectively. Supporting workspaces for development and infrastructure projects, IT management processes, what-if scenarios, and environment analysis, ITinvolve is the application where IT and the business work together to achieve greater agility while ensuring operational stability and quality. Less searching, less guesswork, and fewer silos – that's *People Powered IT™*. For more information, visit [www.itinvolve.com](http://www.itinvolve.com).

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