



FOR IMMEDIATE RELEASE

**ITINVOLVE TO SPONSOR 2nd ANNUAL TECHNOLOGY BUSINESS MANAGEMENT (TBM)
CONFERENCE OCT. 28-30 IN MIAMI**

*Chief Technical Evangelist Matthew Selheimer to join IT leaders in sharing perspective,
analysis on an industry panel discussion to be moderated by Forrester Research analyst
Eveline Oehrlich.*

HOUSTON, Oct. 27, 2014 – [ITinvolve](#), provider of the industry’s first IT agility application, today announced it will sponsor the Technology Business Management (TBM) Council’s 2nd Annual Conference: ***Managing the Business of IT***, Oct. 28-30, at the Fontainebleu in Miami. Chief Technical Evangelist Matthew Selheimer will join IT leaders from Enbridge, Comerica, First American, and BlueCross BlueShield on Wednesday, Oct. 29, for a panel discussion on TBM and Service Management, to be moderated by Forrester Research VP and Research Director Eveline Oehrlich.

Hosted by the [TBM Council](#), the conference is one of the preeminent opportunities for IT leaders to gather and learn how their peers are bolstering their instincts with facts and hard data to make the tough decisions that will optimize the business value of IT.

“ITinvolve is pleased to support the TBM Conference and salutes the TBM Council for its continued industry leadership,” Selheimer said. “I look forward to sharing insights about how the combination of TBM, service management, and cross-team workspaces can enable the breakthrough agility improvements so many business leaders are seeking from their IT organizations.”

The three-day TBM Conference will focus on C-suite alignment and transformational strategies for CXOs and IT Executives. The conference will feature presentations from technology industry C-suite leadership, including:

- Ramon Baez, SVP and Global CIO of Hewlett-Packard
- Mike Benson, CIO of DIRECTV
- Mike Brady, SVP and Chief Infrastructure Executive of Kaiser Permanente
- Don Duet, Co-Head Technology Division of Goldman Sachs
- Dennis Gilmore, CEO; and Larry Godec, SVP and CIO of First American
- Andy Jassy, SVP of Amazon Web Services
- Bill Krivoshik, SVP and CIO of Time Warner
- Dean Nelson, Vice President Global Foundation Services of eBay
- Jim Scholefield, CTO of The Coca-Cola Company

The TBM Council is a non-profit organization dedicated to developing and promoting best practices for managing the business of IT. A full list of TBM Conference speakers can be found on the event [website](#).



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.

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 they have about environments, applications, policies and the interconnectedness between them are crucial not only to stable operations but business agility.

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.

About the TBM Council

The TBM Council is led by some of the world’s most innovative CIOs at companies like Time Warner, Goldman Sachs, The Clorox Company, The Coca-Cola Company and Cisco, to name a few. The TBM Council’s technical advisor is Aptio, the leading provider of Technology Business Management (TBM) SaaS applications.

Governed by innovative CXOs from a diverse group of Fortune 500 companies, the Technology Business Management (TBM) Council is a nonprofit business entity focused on the development of a definitive framework for running technology organizations like a business. Our mission is to serve equally our members and our profession by synthesizing TBM best practices into a professional and recognized discipline for technology leaders. By participating in the TBM Council, members learn from their peers how to maximize the business impact of every dollar invested in technology and to become more strategic to the business. The TBM Council is open to any qualified business technology executive.

To learn more about the TBM Council, visit: www.tbmcouncil.org.

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