

PINK ELEPHANT ANNOUNCES J.R. MARTINEZ AS A KEYNOTE SPEAKER AT PINK17

Actor, Author & US Veteran To Present At The 21st Annual ITSM Event In Las Vegas

Burlington, ON – September 22, 2016 – Pink Elephant, a global training, consulting and conference provider, announced that [J.R. Martinez](#), celebrated actor, author, advocate and US Army veteran will be a 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.

“Pink17 is our biggest event of the year, and we are honored to have J.R. Martinez as a keynote speaker,” said Fatima Cabral, CEO, Pink Elephant. *“His amazing ability to motivate and educate others through strong messages about adapting to change, resilience in tough times and the ability to overcome tough challenges will surely resonate and inspire our attendees.”*

In 2003, J.R. was serving the US Army in Iraq when his vehicle hit a roadside bomb, leaving him with severe burns to his body. Today, J.R. travels the world spreading his message of resilience and optimism. During Pink17, he will share his inspirational, universal message: “Your path in life is decided by your own ability to adapt and overcome.”

Attendees of Pink17 will also have the opportunity to meet Martinez at a book signing of his award winning memoir “Full of Heart” after the keynote presentation.

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, Innovation of the Year and Case Study of the Year
- 20 pre-and post-Conference Courses in ITSM, ITIL, Lean IT, Agile, DevOps, Organizational Change Management, and Business Relationship Management

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,” will be hosted February 19-22, 2017. The conference is widely recognized as the world's largest and most respected ITSM event.

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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