

SCRUM ALLIANCE TOP SPONSOR FOR PETER DRUCKER FORUM 2015 IN AUSTRIA

PRESS RELEASE

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Denver, CO,—Scrum Alliance, the largest, most established and influential professional membership organization and certifying body in the Agile community, is excited to be the top sponsor at the 7th Global Peter Drucker Forum, "Claiming Our Humanity — Managing in the Digital Age," in Vienna, Austria, this year.

"The Drucker Forum is delighted to have the strong support of Scrum Alliance® for the Global Peter Drucker Forum again this year. Scrum Alliance's mission of transforming the world of work by encouraging and supporting the work practices known as Agile and Scrum is a timely fit with the theme of the Forum 2015: 'Managing in the Digital Age,'" said Richard Straub, president of the Peter Drucker Society Europe and director of Corporate Services and EU Affairs at the European Foundation for Management Development.

Beyond its function as a conference, the Drucker Forum has become a globally recognized platform and virtual think tank networked into a community of leading institutions, management thinkers, and practitioners to deal with fundamental questions about the future of management and its responsibility in economy and society. The dialogue is informed and animated by the writing and spirit of the late Peter F. Drucker, who is widely considered "the father of modern management."

Scrum Alliance CEO Manny Gonzalez said, "We are delighted to be the top sponsor of this conference again this year and believe it is an important place to be. Our organization's mission is to 'Transform the World of Work,' and there will be many discussions about how to do that at this year's conference. We are also proud to be presenting our first report of the findings from our new program, the Learning Consortium, at the Forum this year and we welcome conversations about changing the way people work now and in the future."

As part of its sponsorship, Scrum Alliance is pleased to offer a complimentary live stream from the Drucker Forum and encourages people to register free of charge on its website at www.scrumalliance.org to take advantage of this opportunity to see and hear the thought

leaders who have come together to speak at this event.

Chaired by Andrew Hill, associate editor and management editor at *Financial Times*, the Drucker Forum will take place this year on November 5-6 in Vienna. This event gathers key leaders and management thinkers from all corners of the globe to discuss their views relating to the topic "Claiming Our Humanity — Managing in the Digital Age."

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About Scrum Alliance

Founded in 2001, SCRUM ALLIANCE® is the largest, most established and influential professional membership and certification organization in the Agile community. SCRUM ALLIANCE® is a nonprofit association with more than 400,000 members worldwide. Its vision is to "Transform the World of Work" with a mission to guide and inspire individuals, leaders, and organizations with practices, principles, and values that create workplaces that are joyful, prosperous, and sustainable. For more information, please visit www.scrumalliance.org.

About the Global Peter Drucker Forum

The annual Global Peter Drucker Forum, a leading management conference, is organized by the Peter Drucker Society Europe, a nonprofit organization that represents and builds upon the human-centered ideas of the Vienna-born Peter Drucker, who is widely regarded as the father of the modern practice of management. With the 2015 topic *Claiming Our Humanity — Managing in the Digital Age*, the 7th Drucker Forum will look at the technology revolution — with robotics, big data, artificial intelligence, cloud computing, and the Internet of Things — through the lens of humanity. Some 450 top executives from all over the world — as well as a group of young leaders who qualified via a worldwide contest, the Global Peter Drucker Challenge — will participate in this unique conference. Visit the Drucker Forum's website to find out more: <http://www.druckerforum.org/>