



## **SCRUM ALLIANCE WELCOMES RENATA L. LERCH AS VICE PRESIDENT OF GLOBAL MARKETING**

### **PRESS RELEASE**

#### **FOR IMMEDIATE RELEASE:**

June 8, 2017

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**Denver, CO,**—Scrum Alliance® recently announced that Renata L. Lerch has joined the organization in the new role of vice president of global marketing and communications. Scrum Alliance is the largest professional membership organization and certifying body in the Agile community.

“As Scrum Alliance continues to grow and develop its global presence, Renata brings valuable experience in both global marketing and member-driven organizations,” said Lisa Hershman, interim CEO of Scrum Alliance. “She is already passionate about our vision of transforming the world of work. I know she will hit the ground running and will play a critical role in our global expansion and in our market development plan in the future.”

Lerch is a hands-on leader with international experience in Fortune 500 and consulting businesses, advertising agencies, and not-for-profit associations. She has managed global marketing and market development teams for more than 20 years in global organizations including the Hertz Corporation, DHL Airways, and, most recently, the American Society for Quality, delivering successful programs in the Americas, Europe, Asia, and Australia. She has also created transformational customer engagement initiatives for both B2B and B2C environments.

“I am very excited to join Scrum Alliance’s team, supporting its fantastic mission to transform the world of work and increase global growth,” said Lerch. “I have always been passionate about progressive frameworks that improve productivity and create innovation. There are so many untapped opportunities to help organizations around the world to improve their performance.”

Lerch is a published author and speaker, specializing in global market development. Her most recent article has been published by *Boardroom*, a European publication for association leaders. Read it [here](#) on page 30.

She holds a bachelor's degree in business communications from Fundação Armando Álvares Penteado (FAAP) and a master's degree in marketing from Escola Superior de Propaganda e Marketing (ESPM), both in São Paulo, Brazil. Lerch also holds a master's degree in business from the University of Central Oklahoma.

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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 500,000 certified practitioners 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 [scrumalliance.org](http://scrumalliance.org).

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