

SCRUM ALLIANCE TOP SPONSOR FOR PETER DRUCKER FORUM 2016 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 8th Global Peter Drucker Forum, "The Entrepreneurial Society," in Vienna, Austria, this year.

"I'm delighted with the ongoing and successful strategic partnership between the Global Peter Drucker Forum and Scrum Alliance," 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. "We share fundamental values about the focus on the human being in the workplace and the desire to continuously innovate management as the fundamental social technology to achieve performance in organizations. Vienna, the city of Schumpeter and Drucker, is the perfect place to discuss the reinvigoration of entrepreneurialism in business and society to which new management concepts and methods, such as Agile and Scrum, should significantly contribute."

The 2016 Forum will take place on November 17 and 18, 2016 in Vienna, with participation of more than 500 executives from all over the world. It will bring together an amazing group of speakers including Clayton Christensen, Rita McGrath, Philip Kotler, Mariana Mazzucato and Gary Hamel, to discuss this year's topic: "The Entrepreneurial Society." It will be opened by Lisa Hershman, CEO of the DeNOVO Group and Vice Chair of the Board of Scrum Alliance. The conference will be held in English and simultaneously translated into Chinese. Visit the Drucker Forum's website to find out more: <http://www.druckerforum.org/>

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 welcome discussions about changing the way people work now and in the future."

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."

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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 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.

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About the Global Peter Drucker Forum

The annual Global Peter Drucker Forum, a leading management conference is organised by the Peter Drucker Society Europe, a non-profit organisation 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. It fosters a unique dialogue on the key challenges for management in the 21st century. In 2010 the Peter Drucker Society Europe has launched the annual Peter Drucker Challenge, an international essay contest to engage the younger generation which is poised to build on a management philosophy that puts the human being at its center.

<http://www.druckerforum.org/>

<http://www.druckerchallenge.org/>