



## SCRUM ALLIANCE® ANNOUNCES ZUZANA SOCHOVA AS NEW BOARD MEMBER

### 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, recently announced Zuzana Sochova as the newest member of its Board of Directors.

Zuzana (Zuzi) Sochova is an independent Agile coach and trainer and a Certified Scrum Trainer® (CST®) with more than 15 years of experience in the IT industry. She started with Agile and Scrum in 2005, when she was implementing Agile methods in the United States. Since then, she has been credited with Agile transformation and implementation at many companies and teams around the world. As a CST with Scrum Alliance, Zuzi has trained thousands of ScrumMasters and product owners. By creating and sustaining Agile leadership, Zuzi believes the worlds of work and life can be made happier and more successful. A regular speaker at conferences around the globe, including AgilePrague, she helped found the Czech Agile Association and is author of the book *The Great Scrum Master*.

Scrum Alliance interim CEO Lisa Hershman said, “We are excited to have Zuzi join our Board of Directors in our mission to transform the world of work. Her knowledge of and passion for Agile and Scrum will be great assets to us as we continue to expand our work to help organizations transform.”

“I look forward to working with Zuzi as we move to expand the direction of Scrum Alliance in the future as a growing and dynamic Agile and Scrum organization globally. Her input on how we can best equip trainers, coaches, and product owners to succeed as we broaden our products and services beyond the IT and software arena will help us make solid strategic decisions for all,” said Board Chair Gene Bounds.

“I’m honored to be elected to the Scrum Alliance Board of Directors, because it’s where the strategic direction of the organization is decided. We have responsibilities to the entire global membership, and promoting cooperation and transparency will help us strengthen the adoption and implementation of Agile and Scrum,” said Sochova. “Increasing our strategic and dynamic range requires leaving our comfort zones, and that’s what I teach and practice. I’m passionate

about creating better communities, with a work and life environment that brings happiness as well as success.”

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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 [www.scrumalliance.org](http://www.scrumalliance.org).

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