



## INNOVATIVE GROUP WINS A GOLD STEVIE® AWARD AT THE 2018 AWARDS GALA FOR BUSINESS DEVELOPMENT ACHIEVEMENT

LAS VEGAS, NEVADA – February 28, 2018 – Innovative Group was presented with a Gold Stevie® Award in the Business Development Achievement of the Year category at the 12th annual Stevie Awards for Sales & Customer Service.

The Stevie Awards for Sales & Customer Service are the world's top honors for customer service, business development and sales professionals. The awards were presented to honorees during a gala banquet on Friday, February 23 at Caesars Palace in Las Vegas, NV.

More than 2,500 nominations from organizations of all sizes and in virtually every industry were evaluated in this year's competition. Winners were determined by the average scores of more than 150 professionals worldwide. Entries were considered in 89 categories for customer service achievements, 60 categories for sales and business development achievements, and categories to recognize new products and services and solution providers.

Innovative Group was thrilled to be nominated for their first ever entry into the Stevie Awards. Walking away with Gold for Business Development Achievement of the year was the icing on the cake. As Chief Operating Officer, Jared Shattuck explains, "Winning this Gold Stevie award allows us to stand out from the competition. Clients are looking for agencies that are different. They are looking for agencies who are award worthy and recognized for doing things that are revolutionary and out of the box. We are very grateful to have this Gold Stevie Award in our trophy case."

"Our Stevie Award winners should be proud of their achievements. Independent professionals around the world have agreed that their accomplishments are worthy of our public recognition," said Stevie Awards president Michael Gallagher.

### **About Innovative Group**

Innovative Group specializes in experiential marketing programs that fuel, and even change peoples' perception about a brand, while fostering lasting relationships at every opportunity. In a word, they are: solutionists™. A dedicated, thought provoking, ever evolving, spirited group of tenacious problem solvers. Couple that with a passion for bringing communities together in distinctively customized and uniquely engaging ways, and you've got a recipe for the fantastical.

**Innovative Group - "We deliver experiences that enrich life"**

### **About the Stevie Awards**

Stevie Awards are conferred in seven programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, The American Business Awards, The International Business Awards®, the Stevie Awards for Great Employers, the Stevie Awards for Women in Business and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 10,000 entries each year from organizations in more than 60 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at [www.StevieAwards.com](http://www.StevieAwards.com).

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