Cognizant Wins 2021 Salesforce Partner Innovation Award

Cognizant has been named a Consulting Ecosystem Award Winner in the 2021 Salesforce Partner Innovation Awards for being a trailblazer and creating tremendous impact in the Salesforce talent ecosystem.

This is the ninth edition of the Salesforce Partner Innovation Awards, an honor showcasing success stories across clouds, industries, and partner programs, and the Trailblazer Ecosystem Awards is a new category of awards introduced this year. The award acknowledges Salesforce partners for expanding the Salesforce economy by evangelizing and nurturing new, diverse, and a global Salesforce talent workforce.

Cognizant was recognized for designing and successfully rolling out a 12-week paid Salesforce training program called “Aim Higher,” in collaboration with Salesforce, the University of Montana and ATG, a Cognizant Company. The program, a testament to our commitment to constantly tap into and engage with diverse talent, has developed more than 175 new Salesforce-certified consultants in the past two years.

“This award is especially fulfilling as it validates three distinct but connected goals: building talent from diverse communities, forming networks of collaboration with universities, and invigorating our own ability to meet our clients’ future Salesforce needs,” said Steve Boettcher, VP and Global Salesforce Practice Leader at Cognizant. “We’re extremely proud of the 175 new Salesforce-certified consultants that have completed the Aim Higher program, and look forward to bringing even stronger results to our clients.”

“We will continue to invest in augmenting this ever-growing Salesforce community by driving excellence in-program execution, grooming a future-ready workforce and together, delivering large-scale digital transformation programs for our customers,” said Roshan Subudhi- VP and Global Practice Head - Salesforce, Cognizant.

Learn more:

- Salesforce Innovation Awards
- Aim Higher Program
- Cognizant-Salesforce Partnership

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