Cognizant Receives ITSMA Marketing Excellence Award

For the third year in a row, Cognizant has received the prestigious ITSMA Marketing Excellence Diamond Award in the *Driving Business with Thought Leadership* category for its *What to do When Machines do Everything* thought leadership program.

Through the program, Cognizant's Chief Marketing Officer and executives from Cognizant's Center for the Future of Work set out to offer pragmatic guidance and to change the narrative around digital transformation to one of hope. Collaborating with marketing leaders across the company, the program was an opportunity to help shape the future of the IT Services market by:

- Owning the conversation and becoming the go-to experts on the "Future of Work".
- Engaging clients at the most senior levels and inspiring clients and prospects to "become digital".

ITSMA's 2018 Marketing Excellence Awards focused on seven critical aspects of marketing for B2B services and solutions: Account-Based Marketing; Customer Success; Marketing's New Tools and Technologies; Marketing Performance; Sales Enablement; Thought Leadership; and Transforming Marketing: Talent, Organization, and Culture.

The panel of judges for the awards was comprised of an international group of marketing executives and experts and awards were presented on two levels: diamond and gold.

For more information, click here.

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