

FOR IMMEDIATE RELEASE

**EXPANDING THE REACH OF BUSINESS ANALYSIS ACROSS INDIA
- IIBA® Global Tour Visits India-**

(Toronto, ON) July 22, 2015 – International Institute of Business Analysis™ (IIBA®) is pleased to announce that its 2015 Global Tour will be in India July 21-July 30, 2015. During the tour, Members of the IIBA Senior Leadership Team and Board of Directors will be engaging with the local business community and its stakeholders to further examine the opportunities to grow the business analysis discipline in India.

“Over the last year, IIBA has embarked on a transformative journey to provide further value and support the advancement of the business analysis profession,” said Stephen Ashworth, President and CEO. “Our visit to India will allow us to build new opportunities that will help grow the reach and the impact of business analysis across the country.”

The tour involves representatives from the global IIBA organization and the local IIBA India Chapters. The tour will begin in Bangalore, and Members of the Global Senior Leadership Team and Board of Directors will also visit Chennai and New Delhi, where they will engage with leaders from academia, government and corporations.

“The connections and collaboration that we are developing in India will play an essential role in IIBA’s growth and delivery of our core purpose: to unite a community of professionals to create better business outcomes,” said Michael Augello, CBAP®, Chair, IIBA Board of Directors. “During our time in India, we will focus on engaging the broader business analysis community in order to understand and address their needs.”

IIBA will participate in the BA Convention on July 23-24. The BA Convention brings together stakeholders from industry, academia, policy makers, and global research firms on a common platform. BA Convention 2015 will explore the theme of “*Influencing the Business Growth/Outcome*” and the convention will provide tremendous learning and value to attendees.

“The IIBA global stop in India reflects the importance of our dynamic and changing profession across the region,” said Ashish Metha, CBAP®, Regional Director, India. “Today, industries are moving towards digital transformation and adoption, automation and continuous innovations, which has made business analysis a much needed skill. IIBA is geared to support these dynamic demands in India.”

In July, a new IIBA India Chapter was launched to address the growing demand for support, resources and recognition by business analysis professionals and their corporations in India. There are now two Chapters in India: IIBA Chennai and IIBA Hyderabad.

About IIBA

IIBA is the non-profit professional association serving the growing field of business analysis. As the voice of the business analysis community, IIBA supports the recognition of the profession and works to maintain standards for the practice and certification. Through a global network, IIBA connects over 29,000 Members, over 115 Chapters and over 240 Corporate Members to unite a community of professionals to create better business outcomes.

Interviews and quotes are available. Please contact:

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