Viventium Takes Home Honors in Multiple Categories at 2018 InfluenceHR Marketing Awards

Viventium has been awarded Best Video Ad and Best Experiential Campaign at the 2018 InfluenceHR Awards recognizing HCM brands and campaigns.

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BROOKLYN, N.Y. -- (Oct. 31, 2018) -- Viventium – a transformative, living, and purely cloud-based HCM solution that provides actionable insight into your business – has been awarded **Best Video Ad** and **Best Experiential Campaign** at the 2018 InfluenceHR Awards. InfluenceHR – an exclusive B2B marketing conference for creative rebels and HCM marketing innovators – recognizes the HCM brands and campaigns that have achieved the highest level of creative excellence in B2B marketing. “Earning an InfluenceHR Award has become a sign of distinction among HCM marketers,” said Bret Starr, founder, and CEO of The Starr Conspiracy, which hosts InfluenceHR. “Viventium created two truly beautiful and unique campaigns and their awards are well deserved. These trophies are a testimonial to their dedication and willingness to always push the creative concept forward. We thank them for their amazing work.” Each year, a panel of independent industry experts evaluates each entry and votes for the top creative campaigns. 2018 categories included Brand, Advertising, and Promotion, with the awards for **Best Video Ad** and **Best Experiential Campaign** awarded to Viventium. “We are extremely proud to be recognized as 2018 InfluenceHR Award recipients,” said **Terra Vicario, CMO** of Viventium. “Our Viventium brand name comes from the Latin word for 'living,' and that is exactly the word that embodies our company. It is through innovation not only in our marketing department but in all our departments, that we can give our clients a remarkable experience." Scored by a panel of independent industry experts, the 2018 award recipients have produced work that showcases next-level creative ability while continuing to drive results. This year’s panel included Tim Jordan of *Human Resource Executive* ® and Jenn Steele of Madison Logic. For more information about the 2018 award winners, please visit InfluenceHR.com. **About Viventium Viventium Software Inc.** is a transformative, living, and purely cloud-based HCM solution for business management that provides a remarkable user experience and design anyone can use with ease, unbeatable analytics, and insight into your business. No one dares to provide HCM client service like Viventium – we are truly in it with you. We notify our clients about potential problems and areas for improvement before they even know issues within their companies exist. Our unmatched software is built with you and for you, so you get a truly one-of-a-kind, remarkable experience that enables you to fulfill your company’s true potential. **Viventium Software Inc.** Bringing HCM to life – one remarkable experience at a time. **About InfluenceHR** InfluenceHR is a two-day event for creative rebels and HCM marketing innovators hell-bent on the systematic annihilation of the “what we’ve

always done" mentality. Immediately preceding the HR Technology ® Conference & Exposition and hosted by The Starr Conspiracy, InfluenceHR provides exclusive access to key influencers, analysts, and decision-makers from the brands making the most noise in the HCM industry. The HCM revolution is here and it's time to propel brand awareness, drive leads, and eat market share like nobody's business. Are you ready?