



BREAKING NEWS!

Promena Celebrates 20 Years of National Leadership Recognition in Atlanta With a New Brand and Expanded Vision

Promena carries a 30-year enterprise legacy into a broader platform for leadership, talent development, insights, learning, media and community impact.

ATLANTA, Ga., August 4, 2026 - Twenty years after launching its national conference and recognition platform, Promena will mark the milestone in Atlanta during the 20th Annual National Business Leaders & Recognition Conference, August 17-19. The celebration also introduces audiences to Promena, the new brand built from the legacy of *Diversity MBA* and the 30-year entrepreneurial journey of P&L Group.

The rebrand represents expansion, not a departure. Promena carries forward the organization's long-standing work in inclusion research, benchmarking, executive engagement and leadership recognition while broadening its platform to serve leaders and organizations across the full talent and business lifecycle.

A MILESTONE YEAR

- 30 years of enterprise leadership: P&L Group's anniversary reflects three decades of entrepreneurship, partnerships, research, learning and market impact.
- 20 years of national conference and recognition: The annual platform has brought leaders together to share ideas, recognize impact and strengthen the next generation of leadership.
- A new name with a broader mandate: Promena now unifies insights and benchmarking, leadership and talent development, coaching and learning solutions, media and publishing, signature events, recognition and community engagement.
- A program that demonstrates the brand: The 2026 conference includes ERG strategy, culture transformation, executive accountability, AI readiness, industry solutions, authors, innovators and national honorees.
- A celebration of legacy and future impact: The Fifth annual Top 25 Awards Luncheon and Top 100 Elite Trailblazers Awards Reception recognize leaders whose influence continues to shape organizations and communities.

Promena's new brand promise, 'Set the Standard,' is reflected throughout the conference. The program asks leaders to move beyond statements and visibility toward measurable leadership

behavior, stronger talent systems, responsible technology adoption, practical industry solutions and sustained business impact.

The conference's opening day demonstrates the expanded model through the first annual ERG Leadership Summit and Promena Media's fifth annual National Virtual Publishing Summit. The following two days connect executive thought leadership, AI certificate learning, national awards, board leadership, culture transformation and facilitated industry problem-solving.

“Promena is a new name, but it stands on a proven foundation. We are carrying forward 30 years of enterprise leadership and 20 years of recognizing leaders who set the standard, while expanding how we support organizations through insights, learning, media, coaching and community.”

- Pamela A. McElvane, Founder and CEO, Promena

The milestone celebration will culminate August 19 with the Top 100 Elite Trailblazers Awards Reception. The evening will include opening remarks from Promena Board Chair Andres Gonzalez and McElvane, recognition of honorees and brief stories from legacy leaders whose careers represent the conference's history and future.

Promena will use the Atlanta gathering to honor the people and partnerships that built its legacy while introducing a next-generation business platform designed for a multidimensional era of leadership and talent.

ABOUT PROMENA

Promena, a P&L Group company, is a leadership, talent development, insights, learning and media enterprise that helps organizations strengthen leadership effectiveness, workforce performance, inclusion, culture and business impact. Promena builds on a 30-year legacy of research, benchmarking, professional development, recognition and executive engagement. Its platform includes Promena Insights, Promena Learning, Promena Media, signature events and national recognition programs. Promena's brand promise is simple: Set the Standard.

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