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**FOR IMMEDIATE RELEASE**

**PTO Genius and SHRM partner with New York Times Best Selling author Keith Ferrazzi for “Never Go Back To Work. Go Forward To Work” Webinar.**

**Miami, FL:** HR technology startup PTO Genius and New York Times Best Selling author Keith Ferrazzi have partnered with the Society for Human Resource Management (SHRM) for the “Never Go Back To Work. Go Forward To Work” Webinar. During the 1-hour webinar, Ferrazzi will share expert guidance on how to effectively transition to the “new normal” by reassessing, rebooting, and co-elevating company culture.

“As we’ve seen in recent months, exponential growth is dependent on radical adaptability, uncovering unexpected growth and avoiding unsuspected risk. Now is our chance to finally get it right,” said Ferrazzi. “Just as HR teams were front and center in the transition to remote work, they’ll be front and center as we look to returning to the new normal.”

“We’re very excited and humbled that SHRM has chosen to help us amplify Keith’s message of co-elevation and co-creation,” said Ulises I. Orozco, Co-Founder of PTO Genius. “These are values that are very important to us at PTO Genius as we work to deliver innovative solutions that help companies do more with their paid time off.”

The webinar is available to SHRM members by invitation and is scheduled for June 26, 2020 at 2 pm EST.

**About PTO Genius:**

PTO Genius is a Miami-based HRTech startup helping businesses reimagine paid time off (PTO) as an asset that employees can instantly convert into cash and use to fund vacations, pay down student loans, contribute to retirement, invest in college savings or use for emergency expenses. Learn more about PTO Genius at [PTOGenius.com](http://PTOGenius.com).

**About SHRM:**

SHRM, the Society for Human Resource Management, creates better workplaces where employers and employees thrive together. As the voice of all things work, workers and the workplace, SHRM is the foremost expert, convener and thought leader on issues impacting today’s evolving workplaces. With 300,000+ HR and business executive members in 165 countries, SHRM impacts the lives of more than 115 million workers and families globally. Learn more at [SHRM.org](http://SHRM.org) and on Twitter [@SHRM](https://twitter.com/SHRM).

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