

Raise Your Hand IFS Simplicity Challenge award winners



Ron Pressman presents IFS Simplicity Challenge Top Innovator Award to John Bruski

(L to R): Doug Chittenden, Ron Pressman, Diane Gelman, John Bruski, Thomas White, Phil Rosztoczy, Amanda Marcy (finalist), Carol Deckbar and Adam Litt (finalist).

On Tuesday, the Institutional Financial Services (IFS) Leadership Team selected **John Bruski**, Business Sales Support Analyst, Institutional Retirement (IR), as the top innovator of the IFS Simplicity Challenge launched in partnership with *"Raise Your Hand"*. **Amanda Marcy**, Senior Business Management Specialist, Product Control, and **Adam Litt**, Client Services Manager, IR, were finalists for the award.

John's idea to standardize the Fund Lineup Change request process will result in less re-work as well as reduced NIGOs, cycle time and cost per FLC request. Our plan sponsors, sales and relationship managers will all benefit from this more streamlined process, which can be implemented as early as the third quarter at minimal cost.

"Congratulations to the winners of this inaugural IFS Simplicity Challenge and everyone who took part in voting and commenting on their ideas," said **Ron Pressman**, IFS CEO. "Your drive to deliver a simple, fast and flawless experience for our Institutional clients, participants and employees is inspiring."

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The complete list of IFS Simplicity Challenge award winners is given below.

Awards	Names	Ideas/Comments
Top Innovator	John Bruski	Simplified, standardized Fund Lineup Change (FLC) request template
Runner Up	Adam Litt	Quick (and simple) Access to Plan Documents on PlanFocus
Runner Up	Amanda Marcy	One System for PCR Process!
Most Out of the Box Idea	Ashton Ferrazzo	Have Plan Sponsors crowdfund and crowdsource new features
Most Complete Idea	Inge Blazina	Lifecycle series additions and removals (for any fund company, TIAA-CREF, Vanguard, etc.)
Overall Most Participation	Ariane Bigby	N/A
Top Contributor Week 1	Richard Ng	N/A
Top Contributor Week 2	Adam Litt	N/A
Top Team	IRB Mid-Atlantic Region: Founders Territory	N/A

Fostering a culture of simplicity

The Raise Your Hand IFS Simplicity Challenge is part of IFS' Culture of Simplicity continuous improvement program. The Challenge is one way that IFS is facilitating ideation and collaboration across the organization. Through five phases over the six weeks of the Challenge, IFS employees and partners generated 181 ideas, 44 of which advanced to Expert Review. Business experts selected 18 of these ideas for the Pairwise phase, and employees selected the three finalist ideas presented live at the Shark Tank phase with the IFS Leadership Team earlier this week.



IFS employees and partners whose ideas advanced to the Challenge Expert Review phase are listed below. Those with an asterisk (*) beside their names were also selected for the Pairwise phase of the Challenge.

Marc Anstrom*
Carla Ardell
Nancy Armitage
Malik Arris
Andrew Barnes
Ariane Bigby
Inge Blazina*
John Bruski*
Lauralyn Elliott
Ashton Ferrazzo

Sean Fletcher
Joshua Greenwald
Anthony Hatfield-O'Hern
Kuanmei Huang
Kelvhonda Jackson*
Motisola Kendrick
Debra King
Adam Litt*
Kate MacArthur
Joanna Makinster*

Clive Manbodhe
Amanda Marcy*
Chandler Mercer
Richard Ng*
Peter Ochs*
Daniel O'Connell*
Premanand Patrao
Lindsey Peters
Carla Portelli*
Brian Ross

Anthony Spencer
David Stone*
Edwin Stone*
Terrence Teele*
Janet Tessel*
Richard Thompson*
Aaron Urbanek
Walillian White*
Kevin Wimberley
William Winslow
Greg Zierten

The Challenge was powered by Red Dragon, a state-of-the-art ideation platform.

Visit the [IFS Intranet site](#) for more information about [IFS Culture of Simplicity](#).