

## **First Annual Pinnacle Awards for Business Honors Excellence and Innovation**

**Irvine, CA, Dec. 18, 2024** – The [Pinnacle Awards](#), a prestigious new honor celebrating excellence in business innovation, leadership, and impact, has announced the winners of its inaugural awards for business. These outstanding businesses and leaders represent the best across various industries, demonstrating remarkable achievements and contributions in 2024.

Winners of the **First Annual Pinnacle Awards for Business** include:

- **Best Workplace:**

- Platinum: Hy-Vee, Inc.

- **Business Performance & Excellence**

Business Excellence

- Platinum: Ascend Agency

Business Growth

- Platinum: RazorMetrics

- **Customer Market Strategy:**

- Platinum: Highline

- **Innovation & Technology:**

AI & Automation Leadership

- Platinum: Amivero
- Diamond: Carta Healthcare
- Emerald: SmartBear

Business Technology

- Platinum: NUSO
- Diamond: DailyPay

- **Leadership & Executive Excellence:**

- Platinum: eschbach
- Diamond: Lee Howard
- Emerald: Zander Brekke

Kate Lang, Executive Director of the Pinnacle Awards, emphasized the importance of recognizing transformative efforts in the business world. She stated, *"The Pinnacle Awards were established to spotlight extraordinary achievements and innovation in business, and our inaugural winners embody those qualities. Their dedication, creativity, and impact are setting new standards in their industries, inspiring us all to strive for excellence."*

The Pinnacle Awards are dedicated to fostering a culture of excellence and recognizing trailblazers who are making a significant impact. To learn more about the Pinnacle Awards, visit [www.pinnacle-award.com](http://www.pinnacle-award.com).

### **About the Pinnacle Awards**

The Pinnacle Awards honor businesses and leaders who demonstrate outstanding performance, innovation, and impact in their respective industries. By recognizing excellence, the awards aim to inspire progress and celebrate the individuals and organizations shaping the future of business.

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