



As Seen In... Forbes, December 22, 2008

Driven Senior VP Takes Televerde to 'Next Level'

Phoenix Firm 'Creates Wisdom From Data' for Technology Clients Worldwide

Most twenty and thirty somethings today take it for granted that women can attain whatever heights they aspire to. But the world was a very different place three decades ago when Donna Kent started her career. Women in upper management were rare, and women in leadership roles at technology companies even rarer. Still, through a combination of intelligence, business acumen and sheer will, Kent managed to rise through the ranks at Xerox Corporation, where she held several senior management positions over some 20 years.

Today, she is applying that same executive savvy and determination, along with knowledge and expertise gained over the years, to her role as senior vice president of global sales, marketing and services at Televerde. The Phoenix-based company is an outsourced provider of a range of integrated marketing services to support and augment clients' internal sales and marketing programs, from finding new customers ready to buy to gathering market insight.



Kent in one of the Televerde Knowledge Centers.

Kent, recruited a year and a half ago to transform Televerde's sales and marketing group and take the company to "the next level," has overseen the development of a mission, a vision and a set of values to weave together its diverse solutions mix and pool of talented marketing experts to deliver services that are in high demand. She has also driven the company's efforts in building a solid foundation for global expansion and reports

enormous progress in this area. Televerde presently calls into Latin America and 16 other countries for its clients and intends to build a much broader reach in 2009.

Exceptional Market Insight

Known for its exceptional market insight, Televerde is an innovative, business-to-business lead generation company that creates market intelligence and finds revenue opportunities for some of the largest technology companies in the world. "It's not unusual to see the presidents and CEOs of some of the largest companies of the world sitting in our offices," Kent says.

In fact, Kent was a client herself when she first met Televerde's President and CEO, James Hooker, and became acquainted with the depth, breadth and quality of its services.

"We had engaged Televerde to handle all our member touchpoints," recalls Kent, who was president and CEO of the Arizona Technology Council at the time. "They were taking care of our member renewals, calling members quarterly to make sure they visited our Web site, recruiting people to our events and more."

Kent says she was blown away by the quality of Televerde's marketing professionals, thrilled with the quality of their work and delighted with the extraordinary results they obtained for the Council. And, like many clients, she found that Televerde "knew more about our business and markets than we did."

Hooker was equally impressed by Kent. "Donna is an Arizona legend in executive leadership and exemplifies how a company can reach new heights through strategic discipline and focus on our competitive differentiators," Hooker says. "We are very fortunate to have her lead our sales and marketing efforts, and the results have made a



Donna Kent has more than 25 years of wide-ranging business experience and significant expertise in finance, sales, marketing and operations on a national and global level. Before joining Televerde, she served for two years as president of the Arizona Technology Council. She has also held senior management positions at Xerox Corporation, where she was Malcolm Baldrige trained, certified and awarded, and has led her own consulting company. Kent serves on the board of the Governor's Council on Innovation Technology, among other community leadership roles.

significant difference to the company and our valued clients."

That was only 18 months ago. Since then, Televerde has seen new revenues rise from hundreds of thousands to millions per month. What's more, Kent says, the company's new mission, vision and values are clearly resonating with clients: 64 percent of Televerde's growth comes from existing clients and referrals, and the company enjoys a 92 percent client satisfaction rate, she notes.

As proud as she is of these key performance indicators, Kent is equally proud of the fact that Televerde is a "woman centric" company with a strong female presence in the executive suite, in the IT department and throughout the organization. "Our executive management team is 50 percent female," she says.

Kent reflects on her climb to the top and sees all the possibilities that lie ahead, knowing the journey might not take as long but the rewards will be just as sweet.



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