



Televerde Selects Glasgow, Scotland for European Headquarters and Contact Center Location

Global Sales and Marketing Solutions Provider to Offer Demand Generation and Inside Sales Expertise Across European Market

(March 3, 2016 – Phoenix, AZ) – [Televerde](#), the global sales and marketing solutions provider, announces today it has selected Glasgow, Scotland as the location for its European headquarters and contact center. From Glasgow, Televerde will provide international expansion capabilities for its current clients while also enabling companies based in Europe to accelerate revenue through proven demand generation and inside sales expertise and solutions. The company has worked closely with [Scottish Development International](#), the international branch of Scotland’s enterprise agencies, which focuses on creating an innovative and highly productive economy in Scotland. The investment is supported by £670k of Regional Selective Assistance (RSA), and Televerde will mobilize a start-up team from the United States to Scotland within the next 60 days to initiate operations.

"In choosing Glasgow as the location for its new European headquarters and contact center, Televerde has shown why Scotland's dynamic business environment and well-established reputation for excellence and innovation makes it the ideal location for companies seeking to establish global business services centers," said John Swinney, Deputy First Minister, Scottish Government. "I would like to welcome the company to Scotland where its investment, creating 170 jobs, will provide a welcome boost for the local and Scottish economies, and is a further vote of confidence in our highly-skilled and talented workforce."

Televerde is expanding its reach globally at an important juncture. Companies around the globe are faced with ever-changing, complex technologies in marketing automation, big data analytics and CRM. Excelling at both the sales and marketing sides of the equation, Televerde leverages technology, strategic engagement planning, data intelligence and integrated teleservices with a unique delivery model. Televerde’s solutions, based on two decades of focused expertise, create demand and accelerate sales along the marketing funnel and sales pipeline.

"With great connections to markets, partners and a highly-educated workforce, Scotland has illustrated time and again why it is the UK’s top location for inward investment outside London, and it’s fantastic that this has been recognized by Televerde in its decision to choose Glasgow as the location for its new European headquarters and contact center," said Sharon Hamilton, Head of Financial and Business Services, Scottish Development International. "We will continue to work

with the company, offering strategic advice through our account management program, and will make the relevant connections to help Televerde realize its long-term potential in Scotland and Europe.”

Over the course of the next 12-24 months, Televerde will hire up to 170 employees, including approximately 130 multilingual contact center agents. The Glasgow contact center will include language capabilities in English, French, German, Italian, Spanish, Portuguese, Scandinavian and Eastern European languages. Glasgow was specifically chosen as Televerde’s European launching pad based on its ability to serve the company’s customers with its multilingual talent, geographic proximity between the U.S. and continental Europe and through a high-performance partnership with Scottish Development International.

“We look forward to leveraging our 20 years of experience from running outsourced sales and marketing services into the European market. As more and more companies recognize the importance of strategically leveraging marketing technology and integrated teleservices to drive greater revenue, we believe we are expanding our presence in Europe at an important time when we can not only help companies expand into Europe, but also help European companies enter the Americas,” said James Hooker, Chief Executive Officer, Televerde. “We have found a very like-minded partner in Scottish Development International and have chosen Glasgow as our European headquarters in large part because of the strong and motivated talent in the city. We are fully dedicated to building out an expansive team throughout the next two years.”

To apply for a position at Televerde Glasgow, visit www.televerde.com/careers or email glasgowHR@televerde.com.

The announcement of the Glasgow expansion follows the Spring 2015 opening of Televerde’s first [Latin American office](#) in Cordoba, Argentina, which offers teleservices services in Spanish, Portuguese, German and French.

About Televerde

Televerde is a global marketing and sales solution provider dedicated to acquiring new business and accelerating revenue for our clients. By offering proven solutions in the areas of marketing technology services, strategic engagement planning, data intelligence, demand generation, teleservices and inside sales, Televerde has helped a host of large and mid-sized companies generate over \$6.5 billion in revenue. To learn more, visit www.televerde.com.

About Scottish Development International

Scottish Development International (SDI) is a government organisation which helps overseas businesses tap into Scotland’s key strengths in innovation, knowledge, high level skills and technology. SDI also works to help Scottish companies export and invest overseas and to promote Scotland as a good place to live and work. Established in 2001, SDI is jointly operated by the Scottish Government, Scottish Enterprise and Highlands and Islands Enterprise and its

work is guided by the Scottish Government's strategy for economic development in Scotland.

Payment of RSA is made in installments, typically over several years as job and capital expenditure targets are met. Not all projects will proceed, and nor do all accepted offers result in full payment, as projects are sometimes scaled down or abandoned before payments are made. The figures quoted represent the maximum grant potentially payable if the project is satisfactorily completed, and not the amount actually paid to date. All job numbers are firms' forecast figures, and are subject to change depending on future economic conditions and other factors affecting the businesses concerned

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