

## Televerde hires Ray Kemper as its new Chief Marketing Officer

*Kemper to oversee all marketing initiatives as well as assisting in strategic international expansion*

**Phoenix, Ariz.**-June 15, 2015 - [Televerde](#), a leading provider of B2B marketing and sales solutions, announced today that Ray Kemper has been hired as its new Chief Marketing Officer. Kemper will be responsible for building a best-in-class global marketing program, including global strategic planning, thought leadership, public relations, business intelligence, lead generation, product marketing as well as retention and growth marketing.

With over 20 years of broad domestic and international marketing experience as a senior marketing executive, Kemper is uniquely qualified to usher Televerde into its next phase of growth. Most recently, he was the Global Marketing Director for Microsoft's Bing Search business where he launched and led a marketing team focused on driving revenue for Bing's digital marketing solutions targeted at small and medium-sized businesses in 35 countries.



Ray Kemper, CMO, Televerde

"I joined Televerde because of its distinctive and prestigious 20-year history in the demand generation and sales pipeline management industry. The opportunity to play a critical role in the continued growth for Televerde and its set of innovative technology solutions is both exciting and challenging. Televerde is making big data and marketing automation work together with a personalized touch so our clients see a significant lift in their sales and revenue outcomes. I was impressed with the passion the company has for its clients, combined with its collaborative, results-oriented approach." Kemper stated.

"As we enter a hyper-growth stage of international expansion and new innovative services and solutions, we needed to beef-up our strategic marketing muscle." said Jim Hooker, CEO of Televerde. "Ray has the ideal domestic and international background for us and brings a seasoned approach to driving marketing impact and excellence. His approach to marketing excellence and collaborative style will fit in well at Televerde and serve our clients well."

At Microsoft, Kemper established the marketing effort to help small and medium-sized businesses grow through digital marketing solutions with Bing. Through his global marketing leadership and strategic execution, Bing grew from its marketing solutions to over 35 countries in four years. Prior to Microsoft, Kemper held marketing leadership roles at AT&T

Mobility/Cingular and BellSouth International. He is a graduate of the University of Tennessee-Knoxville, holds an MBA from Kennesaw State University and speaks Spanish and Portuguese.

**About Televerde**

Televerde has been serving businesses for 20 years. The company propels its customers' sales and marketing pipeline by transforming their customer relationships end-to-end. Televerde offers a full-service portfolio to align sales and marketing teams through the buyer's journey supported by the company's extensive infrastructure – Data and Systems, Lead to Revenue Processes, Customer Engagement Strategies and Program Management.

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