



**FOR IMMEDIATE RELEASE**

**Televerde Global Expansion Continues With European Office**  
*Leading Sales and Marketing Solutions Firm to Offer Demand Generation  
and Inside Sales Expertise in Europe*

**Phoenix, AZ, USA , October 16, 2015** —Televerde, a sales and marketing solutions company based in Phoenix, Arizona, is announcing plans for its first European office. The new location will help current business-to-business (B2B) clients expand internationally and enable Europe-based companies to accelerate revenue growth through proven demand generation and inside sales solutions.

“Sales and marketing professionals in B2B enterprises worldwide are facing new challenges because of rapid changes in big data, marketing automation, analytics and CRM technologies,” says CEO James Hooker. “Televerde is uniquely qualified to help organizations integrate all the new technologies with world-class teleservices for accelerated sales pipeline growth.”

“Our European office will be staffed with up to 175 employees, including 130+ multilingual call center agents. We have narrowed our search to a handful of communities and will be selecting the final location by the end of this year,” says Mr. Hooker. The announcement of the European office comes on the heels of the Spring 2015 opening of Televerde’s first Latin American office in Cordoba, Argentina, which offers teleservices services in Spanish, Portuguese, German and French. The European office will include language capabilities in English, French, German, Italian, Spanish, Portuguese as well as Scandinavian and Eastern European languages.

Televerde’s entrée into Europe comes at a time when the overall market for outsourced sales and marketing services is experiencing significant growth. “More and more companies are learning how a strategic sales and marketing partner can leverage greater efficiency to drive revenue,” says Ray Kemper, Chief Marketing Officer. “For more than 20 years, Televerde has delivered pipeline strategies, faster sales cycles, more prospects and a solid ROI for our clients. We’re looking forward to providing this same level of expertise in the European market.”

**About Televerde**

Televerde uses an innovative Lead-to-Revenue model to help B2B enterprises generate better leads, speed sales cycles, and gain insights that drive revenue growth. By offering proven solutions in the areas of marketing technology services, strategic engagement planning, data intelligence services, demand generation 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 [televerde.com](http://televerde.com) or call Laura Crutcher at 1-480-517-6167.

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