



FOR IMMEDIATE RELEASE

**Televerde International Contact Center Begins Operations**  
*Global sales and marketing provider operating B2B demand generation and sales development campaigns for global clients*

**(May 20<sup>th</sup>, 2016 – Phoenix, AZ)** – As it prepares to sponsor and attend the upcoming SiriusDecisions 2016 Summit, [Televerde](#) shares further details about its international growth strategy. It was at the SiriusDecisions 2015 European Summit last October that the global sales and marketing solutions provider announced its plans to expand to Europe in order to help its business-to-business (B2B) clients grow internationally, while providing international companies the opportunity to accelerate revenue growth through proven demand generation and inside sales solutions.

Since selecting [Glasgow, Scotland as its European headquarters](#) in March of this year, Televerde has moved into its headquarters and contact center location, and recruited and trained the first of its European employees. The company is running B2B demand generation and sales development campaigns with native language support for Dutch, English, Finnish, Flemish, French, German, Hungarian, Italian, Polish Portuguese, Russian, Spanish and Swedish.

“Taking our end-to-end sales and marketing services to Europe helps U.S. companies break into or be more successful in international markets, while assisting European companies as they expand into North America,” said James Hooker, CEO at Televerde. “Glasgow offers a high quality, well-educated and diverse talent pool and we are on the path to staff our European operations with 170 employees. We are already running campaigns, have a robust pipeline of opportunities for our clients, and uniquely offer a global and regional account management model with multilingual campaign delivery.”

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).

**About Televerde**

Televerde is a global marketing and sales solution provider dedicated to acquiring new business and accelerating revenue for its 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](http://www.televerde.com).

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