

**Televerde**  
4636 E. University Drive, Suite 150  
Phoenix, AZ 85034  
888-925-7526  
[www.televerde.com](http://www.televerde.com)



**FOR IMMEDIATE RELEASE**

**Media Contact:**  
Jamie Glass  
602.369.5537  
[jamie.glass@televerde.com](mailto:jamie.glass@televerde.com)

## **TELEVERDE MAKES STRATEGIC NEW HIRES**

**Phoenix, AZ – January 22, 2008**— Televerde is proud to announce the hiring of Mary Jayne Herbert as Director, Business Development and Chase Hawkins, as Strategic Account Manager. Their responsibilities include acquiring, developing and managing strategic accounts. The new Televerde team members will implement and carry out sales and business development tactics to target new clients, maintain, and grow existing business with Televerde’s customer relationships.

“Mary Jayne and Chase are strategic hires for us,” says Donna Kent, SVP Global Sales, Marketing & Services of Televerde. “We know their combined talents and expertise will help us achieve our goals and develop key relationships and new business opportunities in the high tech industry for our B-2-B sales optimization, market intelligence and lead generation solutions.”

Ms. Herbert’s experience includes multiple accomplishments in marketing and selling diverse products and services such as hardware, software, professional and consulting services in the B-2-B environment. She is based out of New York and will be representing Televerde’s interests in the Eastern US region. Mary Jayne has a track record of success working for companies including IBM, Market Results, Inc., and Colwell & Salmon Communications, Inc.

Mr. Hawkins has more than a decade of business process outsourcing and telesales management, where he has proudly represented some of the largest computer hardware manufacturers in the world. Most recently, he served as Director of Sales Operations for Lenovo Direct. Chase holds a Bachelor of Science degree in Business Management from Arizona State University.

### **About Televerde**

Televerde provides actionable marketing insight, qualified sales lead generation and integrated marketing solutions that accelerate sales revenue and generate net new business for high-tech companies. We have specialized expertise defined by 12+ years of developed relationships with business leaders and decision-makers in over one million companies. By leveraging a unique blend of go-to-market best practices, innovative technologies and intuitive reporting tools, we deliver performance-based solutions with fully measurable ROI. Our end-to-end portfolio solves complex and strategic customer acquisition objectives. Core services include lead generation, lead qualification, lead management, market intelligence, event recruitment, sales support and sales results analysis. Televerde is ISO 9001:2000 certified. Contact us at [info@televerde.com](mailto:info@televerde.com), or call 888-925-7526. For more information, visit [www.televerde.com](http://www.televerde.com).

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