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## **Televerde Launches New Brand Identity**

*Initiative Highlights Company's Growth, Global Expansion and Commitment to People*

**(April 25, 2016 – Phoenix, AZ)** – [Televerde](#), the global sales and marketing solutions provider, today introduced its new corporate brand and logo. The rebranding reflects the evolution of the company as well as its vision for the future: a global services company focused on international growth, technology investments, new partnerships and continued innovation to help its B2B clients drive demand and convert sales leads into revenue.

“As a company, we are growing and progressing to meet the needs of our clients and compete in a fast-changing marketing and sales environment. Modernizing our brand was necessary to better showcase who we are and how we represent ourselves to our clients,” said Ray Kemper, CMO at Televerde. “Our new brand matches our culture and values, and is centered on the dedicated, caring, innovative and passionate people that make up our company.”

The new Televerde logo embodies the company's belief that B2B demand generation success is achieved when human interaction is coupled with technology. At first glance, viewers see a staircase, which represents the human element, and the company's focus on the personal development of its employees and achieving success for its clients. Upon closer review, arrows are revealed, which characterize Televerde as a dynamic, upward-moving technology organization driving revenue and perpetual innovation.

Additionally, Televerde has introduced a new tagline, *Generating Demand. Accelerating Sales*, that clearly and simply tells customers how the company can help their business.

In the past 12 months, Televerde opened a Latin American office in Cordoba, Argentina, expanded its service offerings, added Kemper to the C-Suite as its first chief marketing officer, and introduced a new European headquarters in Glasgow, Scotland. In 2015, the company generated more than \$2 billion in revenue for its client base.

### **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](http://www.televerde.com).

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