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## Joe Radomsky Appointed Sales Director at ECT US Subsidiary

**Industry veteran, Joe Radomsky, leaves Genesys Telecommunications to join European Computer Telecoms Inc.**

Munich, Germany, November 30<sup>th</sup> 2011: ECT (European Computer Telecoms AG), vendor of complete solutions for value-added services in the voice and multimedia domain, is pleased to announce the appointment of Joe Radomsky as Sales Director Americas for contact center solutions. Prior to joining ECT, Joe worked for Genesys Telecommunications, one of the market leaders in the contact center industry. Earlier stations in his career also included InterVoice, Brite Voice Systems and IPeria.

Joe is responsible for selling network-based contact center solutions to major operators, such as AT&T, Verizon, Rogers, etc., in North, Central and South America. He will also work closely with ECT's strategic partner for the region, Ericsson.

Joe brings over 20 years of sales, business development, marketing and general management experience in the hi-tech industry. He has held a variety of sales and sales leadership positions and has the ideal prerequisites for his new position. ECT is looking to expand their customer base in the US with a particular focus on cloud-based voice services such as those included in their **effECTive@** Network-Based Contact Center portfolio.

"ECT has an outstanding array of highly competitive products in the voice sector," comments Joe on his appointment. "I intend to position ECT as a vendor of choice for operators and service providers in the future."

"We are delighted that Joe has accepted this new assignment," states Giyora Leff, Managing Director of European Computer Telecoms Inc. "His experience in the industry is invaluable for



ECT's future growth in the region and I look forward to celebrating our first successes with him."

**About ECT (European Computer Telecoms):**

As a leading provider of technology for voice and multimedia value-added services, ECT enables telecoms providers to maintain cost leadership while offering products that optimally fulfill market demands.

Based on its open **ECTXML**® programming language, an extension of the industry standards VoiceXML and CCXML, ECT provides complete solutions for Network-Based Contact Centers, Ring Back Tone Service, Virtual PBX / IP Centrex, Televoting, Multimedia Advertising, Interactive Multimedia Response, etc. The company is also specialized in migrating services from legacy platforms to next-generation solutions.

Major carriers and providers worldwide offer profitable telecoms products based on ECT technology, including AT&T, BT, Belgacom, Deutsche Telekom, DTMS, Etisalat, mcel, MTN, Muzicall, OnePhone, Orange, Rogers, Saudi Telecom Company, Swisscom, TDC, Teliasonera, Telenor, Tele2, Versatel, Virgin Media, Vodafone and Zain.

Founded in 1998, ECT is an unlisted German public company with its headquarters in Munich, Germany and wholly owned sales and service subsidiaries in England, France, Germany, The Netherlands, and the USA.

<http://www.ect-telecoms.com>

<http://www.effective-contactcenters.com>

<http://www.ect-ringback.com>

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