

# New Managing Director for Genesys in Australia & New Zealand

Genesys Laboratories today announced the appointment of Jason Stirling as Managing Director of Genesys Laboratories Australasia. Jason will be responsible for the companys overall operations across Australia and New Zealand.

Jasons promotion follows the appointment of James Brooks to the regional role of Vice President: Asia Pacific and India, earlier this year.

Jason has been with Genesys Laboratories for more than six years, most recently as Director of Sales, Australasia. In this role he was responsible for developing and managing sales and customer relationships in Australia and New Zealand.

Prior to his appointment as Director of Sales, Jason was responsible for business development in the telecommunications sector in Australia, New Zealand, Hong Kong and Singapore for Genesys. Key achievements in this role included extending Telstra and Clear Telecommunications business models beyond internal use of technology to include setting up business based on Genesys technology. Jason was also previously responsible for business development in the banking and finance and the call centre outsourcing sectors.

Before joining Genesys in 1997, Jason worked for Hewlett-Packard Australia in a business development role specifically managing Australian telecommunications companies including Telstra, Optus and Vodafone. In this role, he initiated Genesys deployment in call centres for Vodafone and Optus.

Jason holds a Bachelor of Business, Marketing, Economics and Accounting from Swinburne University.

About Genesys Telecommunications Laboratories, Inc.

Genesys Telecommunications Laboratories, Inc., a wholly-owned subsidiary of Alcatel, is 100% focused on software for call centers. Genesys recognizes that better interactions drive better business and build company reputations. Customer service solutions from Genesys deliver on this promise for Global 2000 enterprises, government organizations and telecommunications service providers across 80 countries, directing more than 100 million customer interactions every day. Sophisticated routing and reporting across voice, e-mail and Web channels ensure that customers are quickly connected to the best available resource - the first time. Genesys offers solutions for customer service, help desks, order desks, collections, outbound telesales and service, and workforce management. Visit [www.genesyslab.com](http://www.genesyslab.com) for more information.