

# Avaya names Sami Ammous Vice President for East Asia and the Pacific

Ammous tasked with helping customers and partners in ASEAN, A/NZ, Japan and Korea adapt to new business challenges with Avaya communications and collaboration solutions

Sydney, Australia – May 20, 2020 – Avaya Holdings Corp. (NYSE:AVYA) today announced it has appointed Sami Ammous to Vice President for East Asia and the Pacific, with responsibility for providing business and technical consulting to C-suite leaders across the region as they drive digital transformation across their businesses.

Ammous' new role sees him managing Avaya's operations in ASEAN, Australia and New Zealand (A/NZ), Japan and Korea. Ammous will work closely with Avaya's regional teams and partners to help customers adapt to today's challenging economic conditions while helping them provide experiences that matter to their customers and employees.

Ammous will report to Nidal Abou-Ltaif, President at Avaya International.

"The needs of organizations in this region have changed, and it's imperative for Avaya to get even closer to our customers as they adapt to new challenges," said Abou-Ltaif. "To achieve that, we have aligned our businesses in East Asia and the Pacific under the leadership of Sami, who brings a wealth of experience in leveraging technology to enhance customer and employee experiences."

"Sami's career in Avaya began in 2006, when he joined the company as part of the Graduate Program. Over the 14 years since, he has filled a variety of senior roles in ASEAN and EMEA. Sami's experience will play a critical role in expanding existing and driving new business relationships as our customers turn to communications solutions to maintain business continuity in today's operating climate."

During his time at Avaya, Ammous has held positions spanning account management, technical support and engineering, contact center sales specialist, and Asia-Pacific engineering leadership. These roles have seen him deliver major projects for leading organizations in the banking, telecommunications, and BPO industries, among others. During his time as Sales Engineer, he was tasked with setting up and leading the first Technology Office for Global Growth Markets, with the aim of accelerating the adoption of new solutions.

Commenting on his appointment, Ammous said, "No matter their employee and customer experience roadmaps, businesses want to reimagine their operations to accelerate innovation, drive new business outcomes, and mitigate risk. This has received elevated priority as those companies adapt to the new reality resulting from the impact of COVID-19. My immediate focus is to continue the close collaboration we have with businesses as their preferred real-time communications partner, helping them simplify and enrich their efforts."

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## About Avaya

Businesses are built on the experiences they provide, and everyday millions of those experiences are built by Avaya (NYSE: AVYA). For over one hundred years, we've enabled organizations around the globe to win – by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration – in the cloud, on-premise or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at <http://www.avaya.com>.

## Cautionary Note Regarding Forward-Looking Statements

This document contains certain "forward-looking statements." All statements other than statements of historical fact are "forward-looking" statements for purposes of the U.S. federal and state securities laws. These statements may be identified by the use of forward looking terminology such as "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "might," "our vision," "plan," "potential," "preliminary," "predict," "should," "will," or "would" or the negative thereof or other variations thereof or comparable terminology. The Company has based these forward-looking statements on its current expectations, assumptions, estimates and projections. While the Company believes these expectations, assumptions, estimates and projections are reasonable, such forward-looking statements are only predictions and involve known and unknown risks

and uncertainties, many of which are beyond its control. The factors are discussed in the Company's Annual Report on Form 10-K and subsequent quarterly reports on Form 10-Q filed with the Securities and Exchange Commission (the "SEC") available at [www.sec.gov](http://www.sec.gov), and may cause the Company's actual results, performance or achievements to differ materially from any future results, performance or achievements expressed or implied by these forward-looking statements. The Company cautions you that the list of important factors included in the Company's SEC filings may not contain all of the material factors that are important to you. In addition, in light of these risks and uncertainties, the matters referred to in the forward-looking statements contained in this press release may not in fact occur. The Company undertakes no obligation to publicly update or revise any forward-looking statement as a result of new information, future events or otherwise, except as otherwise required by law.

Source: Avaya Newsroom