



Genesys appoints Australian telco leader to key global development role

Genesys® the global leader in omnichannel customer experience and contact centre solutions, today announced Australian Executive, Jeff Wise as the new Vice President of Application and Developer Marketing for Genesys Global. Drawing upon 25 years of experience in telecommunications and digital communications, Wise is responsible for leading the Genesys strategic alliance program and continuing the growth of its technology partner ecosystem and developer community. In addition, he is charged with expanding the company's industry-leading dedicated customer experience marketplace, the Genesys AppFoundry. "I am proud to be a part of the Genesys team at such an exciting time in the company's cloud growth trajectory. I look forward to deepening our relationships with developers and strategic technology partners to help customers derive even greater value from their Genesys customer experience solution," said Wise. Wise brings a unique and valuable perspective to a role that is responsible for implementing a robust partner offering, ensuring smooth integration, and forging alliances with large corporate enterprises. As Telstra's former Head of Customer Engagement, he established the first formal partner channel for Contact Solutions and launched the first contact centre offering across the Asia Pacific, India and Europe regions, leveraging Telstra's global network and services. "We're thrilled to welcome an executive of Jeff's calibre to Genesys. His breadth of knowledge in customer experience technology and his relationships in the telecommunications industry provide Genesys the leadership we need to catapult our marketplace strategy and build a world-class developer program," said Merijn te Booij, Chief Marketing Officer, Genesys. -ends- Image Image: Jeff Wise, Vice President of Application and Developer Marketing, Genesys Global. About Genesys Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel. Every day, 11,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes and create lasting relationships. Combining the best of technology and human ingenuity, we build solutions that mirror natural communication and work the way you think. Our industry-leading solutions foster true omnichannel engagement because they perform equally well across channels, on-premises and in the cloud. Experience communication as it should be: fluid, instinctive and profoundly empowering. Visit genesys.com on Twitter, Facebook, YouTube, LinkedIn and the Genesys blog. ©2019 Genesys Telecommunications Laboratories, Inc. All rights reserved. Genesys, the Genesys logo, and Genesys PureCloud are trademarks and/or registered trademarks of Genesys. All other company names and logos may be registered trademarks or trademarks of their respective companies.

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