



# Genesys appoints Gwilym Funnell as head of APAC

Australian executive steps up as Senior Vice President to grow cloud market in APAC; Sales Director Mark Buckley promoted to Vice President of Australia and New Zealand operations

Genesys the global leader in omnichannel customer experience and contact centre solutions, has announced Gwilym Funnell as Senior Vice President of Asia-Pacific. Previously, Funnell served as Vice President of Genesys Australia and New Zealand, where he was integral in driving a triple-digit revenue increase for Genesys Cloud™ since taking up the role in 2016. In his new role, Funnell is charged with managing and executing on an accelerated growth strategy in the Asia-Pacific region for Genesys Cloud, the company's leading all-in-one contact centre solution. He is also charged with overseeing more than 1,600 Genesys employees based in the region, representing every business function including engineering, IT, finance, sales, marketing and more. Funnell offers more than 20 years' experience in IT and telecommunications and proven commercial acumen building sustainable business growth. He has worked at start-ups and emerging technology companies, including serving as Managing Director of Mitel Networks and March Networks. Prior to joining Genesys, he held the position of Director of the Collaboration and Contact Centre practice at Telstra, where he led growth through acquisitions, portfolio changes and migration. Genesys Chief Executive Officer Tony Bates said, "Organisations all over the world are eager for cloud-based contact centre solutions that deliver highly personalised customer experiences supported through artificial intelligence (AI). With Gwilym's solid track record and market expertise, we are confident that Genesys is well-positioned to help even more businesses in Asia-Pacific capitalise on our technologies so they can build trust and loyalty with their customers." The company also announced today Sales Director, Mark Buckley, has been promoted to Vice President of Australia and New Zealand (ANZ) and will serve as Country Manager. In this new role, Buckley is primarily responsible for growing the company's market share and directing its operational strategies in ANZ, which includes oversight of a team of 175 ANZ-based employees. Before serving in various sales roles at Genesys for the past seven years, Buckley was Vice President of Enterprise at Alcatel-Lucent. Funnell commented, "I'm thrilled to step into a broader regional position to help accelerate the growth of our company's cloud and AI solutions across the Asia-Pacific market. We are investing in new innovations, building a world-class team and working more closely than ever with our strong ecosystem of partners to enable businesses in APAC to deliver the world's best customer experiences." -ENDS-

**NOTES TO EDITORS** About Genesys Every year Genesys® delivers more than 70 billion remarkable customer experiences for organisations in over 100 countries. Through the power of the cloud and AI, our technology connects every customer moment across marketing, sales and service on any channel, while also improving employee experiences. Genesys pioneered Experience as a ServiceSM so organisations of any size can provide true personalisation at scale, interact with empathy, and foster customer trust and loyalty. This is enabled by Genesys Cloud™, an all-in-one solution and the world's leading public cloud contact centre platform, designed for rapid innovation, scalability and flexibility. Visit <http://www.genesys.com/anz>.

Media contacts Elizabeth Williams, Group Account Director ZADRO [elizabeth@zadroagency.com.au](mailto:elizabeth@zadroagency.com.au) +61 2 9212 7867 +61 411 201 354 Yvette Schlegelmilch, Account Manager ZADRO [yvette@zadroagency.com.au](mailto:yvette@zadroagency.com.au) +61 29212 7867 +61 423 954 224

## Contacts

Elizabeth Williams  
+61 2 9212 7867

[mailto:](mailto:elizabeth@zadroagency.com.au)

Yvette Schlegelmilch  
+61 2 9212 7867

[mailto:](mailto:yvette@zadroagency.com.au)

Oakley Grioli  
+61 2 9212 7867

[mailto: oakley@zadroagency.com.au](mailto:oakley@zadroagency.com.au)