

ShoreTel Promotes Ben Swanson to Channels and Marketing Director, Asia Pacific



ShoreTel® (NASDAQ: SHOR), the leading provider of brilliantly simple phone systems and unified communications (UC) solutions, today announced the promotion of Ben Swanson to Channels and Marketing Director, Asia Pacific. In this management role, Ben will focus on aligning the APAC marketing strategy with channel initiatives to support the company's acceleration phase of growth.

Based in Singapore and reporting to the VP of Asia Pacific, Frederic Gillant, Ben will lead the APAC marketing team to focus ShoreTel's activities on campaigns that help our partners and distributors generate pipeline.

"Ben is an integral part of the ShoreTel team having worked in the business for more than five years across a range of sales, channel and distribution roles. I am thrilled he has accepted this position," said Frederic Gillant, VP Asia Pacific, ShoreTel. "Ben has an in-depth knowledge of ShoreTel and understands the APAC growth strategy. He is the right candidate to lead ShoreTel's APAC marketing strategy to ensure a focused investment in growing our channel and generating sales opportunities."

Under Ben's leadership, ShoreTel's goal is to invest in additional marketing resources across the APAC region to ensure the execution of its strategy to build channel pipeline throughout the theatre.

Ben brings over fifteen years' experience to the role with a strong background in unified communications and telecommunications. Prior to ShoreTel, Ben worked at Avaya and Cititel in technical and channel capacities. Most recently at ShoreTel Ben was responsible for geographical expansion across Asia Pacific with the strategic recruitment of distributors and partners. Ben also migrated direct channels to a distribution model to streamline ShoreTel's business operations.

Ben holds an MBA from Murdoch University.

About ShoreTel, Inc.

ShoreTel, Inc. (NASDAQ: SHOR) is a leading provider of brilliantly simple IP phone systems and unified communications solutions powering today's always-on workforce. Its flexible communications solutions for on-premises, cloud and hybrid environments eliminate complexity, reduce costs and improve productivity. Recognized for its industry-leading customer experience and support, ShoreTel's innovative business phones, application integration, collaboration tools, mobility, and contact center applications enable users to communicate and collaborate no matter the time, place or device, with minimal demand on IT resources. ShoreTel is headquartered in Sunnyvale, Calif., and has regional offices and partners worldwide. For more information, visit www.shoretel.com.

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