

# ISABEL MONTESDEOCA JOINS ASPECT COMMUNICATIONS AS EMEA MARKETING DIRECTOR

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Isabel Montesdeoca has joined contact centre solution provider Aspect Communications as Marketing Director for the Europe, Middle East and Africa (EMEA) region. She will report to David Puglia, Aspect's Senior Vice President of Global Marketing.

Isabel will drive Aspect's strategic and tactical marketing for the region. She brings to Aspect over 15 years experience in the Telecoms and Software sectors with a proven track record of developing successful European telecoms products and delivering marketing campaigns through direct and indirect channels.

Isabel was most recently the Head of Marketing for Gridcom, a leading infrastructure provider for UK mobile operators. She was responsible for market research and strategy, business planning, strategic marketing, and corporate & product marketing. Prior to that, she was Director of Marketing, EMEA & India, for Clarent Corporation. Isabel has also held a number of senior product marketing and software design positions at Nortel Networks.

"We're extremely pleased to welcome Isabel on board" said David Puglia. "She has a first class track record in developing and implementing competitive marketing strategies for new and existing products and software – skills that will be crucial to cementing our leadership position in the contact centre market and expanding into new markets and new countries within the EMEA region".

"It's a great time to be joining Aspect," said Isabel. "Over 18 years, Aspect has built a market-leading reputation on the back of strong products and a compelling vision of integrated multi-channel communications – and it continues to innovate with recent announcements such as its Uniphi convergence strategy and Iphinity packaged solutions for SMEs. I'm excited about leading Aspect's EMEA marketing team and look forward to the challenges ahead".

## About Aspect Communications

Aspect Communications Corporation (Nasdaq: ASPT) is the world's largest company focused exclusively on contact centre solutions, and the only one that unifies workforce, information and communications to deliver exceptional customer service. The Aspect brand is trusted by more than 75 percent of the Fortune 50, and more than 3 million customer sales and service professionals worldwide rely on Aspect's mission-critical business communications solutions. The company's leadership is based on 18 years of expertise gained from more than 8,000 successful implementations worldwide. Aspect is headquartered in San Jose, California, with 24 offices in 11 countries around the world as well as an extensive global

network of systems integrators, independent software vendors and distribution partners. Aspect's UK offices are in Stockley Park, Uxbridge, Middlesex and can be reached on 0800 ASPECT (i.e. 0800 277328).

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