

# Azure Appoints New Southern Europe And Latin America Sales Director

Submitted by: Pirate Communications

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## AZURE APPOINTS NEW SOUTHERN EUROPE AND LATIN AMERICA SALES DIRECTOR

Azure, the telecoms revenue assurance company, today announced the appointment of Pedrag Teofanov as its new southern Europe & Latin America sales director. He brings to Azure over ten years experience of technology sales and account management.

Pedrag joins Azure from MobileAware, the wireless handsets content delivery specialists, where he held the role of sales director for Spain and Portugal. At MobileAware, he was responsible for establishing a local company presence as well as creating strong relationships with both global and regional partners.

Previous to MobileAware, Pedrag has worked as the Spain and Portugal sales manger at Nortel Networks, the network equipment supplier, where he was responsible for Nortel Networks e-business division and for the commercialisation of the BSS and OSS product suite as well as developing strong relationships with partners and customers. Before moving to Madrid, Pedrag worked in Switzerland for Bull, Siemens Nixdorf and Cap Gemini.

Pedrag graduated with a Masters in business information technology from WISS Wirtschaftsinformatikschule Schweiz, Zurich. Pedrag is also a well-rounded linguist, being fluent in Serbian, German, Spanish and English.

John Cronin, CEO of Azure, said: "It's great that Pedrag has joined our successful sales team. His knowledge in telecoms and experience in technology sales is proven and the relationships he has developed in the telecoms space will be a great advantage to Azure."

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About Azure ([www.azuresolutions.com](http://www.azuresolutions.com))

Azure is one of the world's leading revenue assurance companies. It is headquartered in London, with people in Ipswich UK, Colorado, Paris, Frankfurt, Madrid, Hong Kong, Jakarta, Singapore and Sydney. Azure's solutions include End-to-End Revenue Assurance, Interconnect Billing, Security and Fraud Management, Mediation Management, Event Integrity and Route Optimisation. Azure provides individual products or complete revenue assurance solutions using a common platform and any combination of products that a customer might need. Customers can choose a system that they own and operate themselves or a bureau that Azure manages on their behalf. Amongst Azure's customers are PTTs, mobile operators, national operators, carrier's carrier and cable TV companies; Azure has significant carrier experience and understands the problems faced by all these operators. The company's heritage is based on the fundamental technology and skills developed whilst in BT in the early 1990s with man

y of the world-class technical experts remaining at Azure today.

Azure was spun out of BT in April 2003 and is backed by New Venture Partners ([www.nvpllc.com](http://www.nvpllc.com)).

Further information

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