

# New VoiceSage CTO Appointment Underlines 2016 Expansion Plans

Submitted by: Sarum Consultancy

Tuesday, 15 March 2016

---

- New chief technology officer Edward Gahan commits the company to a defined roadmap of innovation to deliver further growth -

Dublin & Birmingham, March 15 2016 – To consolidate its FY 2015 gains, VoiceSage (<http://www.voicesage.com>), the customer communications services leader, has appointed technology leader Edward Gahan as Chief Technology Officer.

Gahan brings 20-plus years of technology, programming and operational management experience to the role, stepping up from the deputy CTO role for the opportunity.

An accomplished senior programmer with a wide range of experience delivering mission-critical business solutions in the IT, Financial and FMCG sectors, including for IBM, Microsoft, Citigroup, AIB, BOI, Ulster Bank and Irish Life, Gahan has been with VoiceSage since February 2005.

Gahan has led the development of the company's flagship VoiceSage Messaging solution, driving work on the core data import system, scheduling mechanisms, Text to Speech generation and Reporting functionality.

As CTO, reporting direct to the board, Gahan is now responsible for spearheading all of the company's technology development initiatives.

"The potential for VoiceSage technology is immense," he notes. "I look forward to evolving our platform in line with customer demand for even more VoiceSage innovation and consistent, premier quality."

## Transforming Customer Processes

Commenting on Gahan's promotion, James J Kett, Chief Executive Officer of the company adds, "Edward's considerable experience and solid track record in developing the VoiceSage product and roadmap sets us in an ideal position for a transformational 12 months.

"I am impressed with his suggestions to capitalise on the opportunities we have for using our customer communications stack to help transform our customers' credit collections, delivery and appointments processes."

## About VoiceSage

Founded in 2003 and with twin headquarters in Dublin and Birmingham, VoiceSage's founders have deep heritage and experience in delivering transformational customer communications solutions that streamline and add value to high-volume outbound contact activities.

Household brands including Argos, Dun & Bradstreet, Thames Water, AXA Insurance and Freemans Grattan

Holdings rely on VoiceSage to reduce inbound call volumes, increase appointments and deliveries, reduce debt and enable real time customer conversations.

VoiceSage's cloud-based messaging product and services deliver more than 2 million messages a day and are used by businesses serving more than 75% of the UK population. More than 44 million individual phones in the UK have received a VoiceSage message at some time.

Please visit [www.voicesage.com](http://www.voicesage.com) and follow us on Twitter @VoiceSage (<https://twitter.com/VoiceSage>)

Media contact:

Carina Birt  
Sarum PR for VoiceSage  
+44 (0) 7970 006624  
[carina@sarumpr.com](mailto:carina@sarumpr.com)