

# VoiceSage Brings Highly Experienced Senior Sales Leader On Board To Conquer Global Markets

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– Sales director Steven Robertson brings 20 plus years of deep industry experience to sales role to drive VoiceSage’s growth plan in Europe, US and beyond –

Dublin & Birmingham, May 23, 2016 – Customer communications technology market leader VoiceSage (<http://www.voicesage.com>) confirmed today the appointment of a dynamic new sales director who’s mission is to take its sales operation to the next level.

Under the leadership of new hire Steven Robertson, the twin-headquartered Irish and British software leader plans to expand both existing geographies but also put blue water between it and its rivals in international markets, in particular to drive VoiceSage growth in international markets.

Robertson brings 25+ years of strategic sales and management experience to the position, including building complete sales ecosystems across Europe and even further afield.

His CV includes 15 years in senior directorial roles in the contact centre, telephony and professional services space at firms offering contact centre solutions, testing & monitoring, service & performance assurance, managed services, cloud-based services and professional services – the perfect background for his new challenge.

In terms of specific brands, Robertson’s enjoyed success at leaders such as BT, Cable & Wireless, PSS Help, Empirix Inc. and Protocall One.

Next stage of success

Discussing his new role, for Robertson, “The potential for VoiceSage technology is huge, especially in the United States, the powerhouse of the contact centre industry. I look forward to securing new customer wins for our unique and exciting product set.

“The Automated SMS Conversations (Agentless Text Messaging), as well as VoiceSage Touch mobile payments messaging in particular, are transforming the options for service businesses both in the UK, by lowering costs and improving the customer experience, but most especially in Europe and America.

“I’m thrilled to have joined such a forward-thinking company that offers such great solutions and great people, and look forward to bringing my international sales skill set to bear and spearheading growth in new regions and getting us to our next stage of success.”

A strong position

Commenting on the appointment, James J Kett, Chief Executive Officer of the company, adds, “Steven’s immense experience in developing and driving new business globally, especially in the US, combined with our strong customer communications stack will, without question, put us in a very strong position for the

year ahead.”

## 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

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