



Press Release

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## **Sytel Appoints VP Sales for Latin America and Iberia**

Sytel Limited, a leading supplier of contact center and enterprise solutions, has appointed Arturo Garciarubio as VP Sales for Latin America and Iberia.

Commenting on his appointment, Michael McKinlay, Managing Director at Sytel said; "Arturo has many years experience in pioneering telecommunications solutions throughout Spain and Latin America and we are delighted to welcome him to the team. He will be instrumental in bringing our message of maximum dialing performance under compliance to emerging and important markets. Although there is less legislation (so far!) in these markets, responsible dialing is none the less crucial to a healthy customer contact environment. And we expect that the partners Arturo will establish in these markets will be particularly attracted by the unique scalability and flexibility of our hosting solutions," he said.

Mr. Garciarubio added; "The call center business is growing very fast in Iberia and Latin America because they share two well spread languages; Spanish is native to around 400 million people in these countries and Portuguese to about 200 million. This advantage, together with the falling prices in telecommunications, makes it possible to centralize and/or specialize call centers for the whole market. The modularity and scalability of the Sytel architecture will benefit both those who are keen to enter the contact center industry and those who want to maximize the profits of their existing investment without compromising their future due to upcoming local regulations."

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