



FOR IMMEDIATE RELEASE

RADISH SYSTEMS ADDS MARK DREHER TO LEADERSHIP TEAM

Dreher, seasoned entrepreneur, company builder and venture capitalist, joins Radish **BOULDER, CO** (November 14, 2014) – Radish Systems, with its award-winning, patented ChoiceView solution that allows organizations to instantly share visual content in-call with smart mobile device users, is improving business communications for customer support and sales. ChoiceView makes calls to businesses easy and visual. As the trend setter in ‘voice with visuals’ mobility solutions, Radish announced today the addition of a top industry professional, Mark Dreher, as a leader of its sales and business development effort.

Mark Dreher is an entrepreneur with broad experience as a senior executive and company builder. After spending six years at Motorola Communications, Mr. Dreher co-founded CommNet Cellular, a regional cellular company with operations in the western US. While at CommNet, he helped guide the company through its initial public offering and evolution into a leading cellular carrier. CommNet was sold to Verizon Wireless for \$1.3 billion. He joined Nextel Communications at its' inception, serving as Area President with responsibility for managing all operations throughout the inter-mountain west. His business unit established Nextel as the leading competitive wireless carrier in the region, while growing the business from start-up to more than \$200 million in annual revenue.

Mr. Dreher served as Managing Principal of the iVention Group, a venture capital fund focused on early stage investing in telecommunications, technology and the Internet. He developed an innovative business accelerator-based investing model characterized by an operationally focused approach to working with portfolio companies. Recently, he became the President and CEO of Knowledge Factor, a company focused on developing and deploying a unique learning solution delivered through a Software as a Service (SaaS) model. During his tenure, the company successfully raised private equity capital and grew from a start-up to more than \$4 million in sales. Most recently, Dreher is a Principal Consultant at Inflection Point Partners, an independent consultancy delivering high value, rapid results in the sales, marketing, and client services areas.

A native of Colorado, Mr. Dreher graduated from Colorado State University with a BS in Marketing, and earned his MBA at the University of Denver.

About Radish Systems. Radish Systems, a mobile/enterprise software and professional services company, improves the way organizations communicate with smart mobile device users through its award-winning ChoiceView Software-as-a-Service (SaaS) technology platform. ChoiceView offers the next generation of multimodal unified communications, allowing visual information and secure data

to be shared during a phone call with callers using any phone and any network. It eases the pain of frustrating automated phone systems (IVRs) and live assistance. It transforms new and existing traditional IVR systems from many vendors into next generation, true Visual IVRs. It enhances traditional call centers into 'voice with visuals' assistance centers. The patented, HIPAA-compliant technology increases comprehension, problem solving, and recall on support calls by as much as 600%, helps callers resolve inquiries faster with more clarity, improves the overall user experience, and increases business profits. For more information and a demonstration, visit RadishSystems.com or www.TrueVisualivr.com or Twitter @RadishSystems.

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TAGS: New Leadership, ChoiceView, Visual IVR, Mobile User Experience, Unified Communications, Contact Center, Mobile Customer Support, Interactive Voice Response, Radish Systems, Customer Experience, Customer Relationship Management

Photo is available upon request.

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