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RADISH SYSTEMS SPROUTS LEADERSHIP ADDITION AND PROMOTION
Radish Expands Customer Experience and Marketing Talent

BOULDER, CO (June 18, 2013) – Radish Systems, with its award-winning ChoiceView solution that allows businesses to instantly share visual content in-call with smart mobile device users, is improving business communications for mobile customer support and sales. ChoiceView makes smartphone calls to businesses easy and visual. As the leader in ‘voice with visuals’ mobility solutions, Radish announced today the addition of a top industry professional, Kim Koeller, to lead its customer experience organization and the promotion of a manager, John Putnam, to Director of Marketing.

Radish welcomes new leadership:

- **Kim Koeller, Senior Director of Customer Experience.** Ms. Koeller brings more than 25 years of global customer experience management, multi-channel contact center and IT consulting expertise. As a Global CRM Partner with Accenture and President of Horizon Group International, she has led integrated business and technology teams to deliver innovative project solutions for cross-industry clients on four continents. An acknowledged expert on the multi-channel customer experience, Ms. Koeller has authored articles, training tools, and engagement methodologies focused on customer care and CRM technologies including IVR, speech recognition, CTI, web call back, and contact center applications. She has been a public speaker at hundreds of national and international conferences worldwide and is the creator of 10-plus educational mobile applications for Apple and Android devices purchased by customers in over 60 countries. Ms. Koeller earned her MBA from the Thunderbird School of Global Management and her BA from Purdue University.

Radish promotes from within to support its growth.

- **John Putnam is promoted to Director of Marketing.** John Putnam MBA specializes in, online digital marketing, market and trends research, sales support, and software developer relations. He previously founded several businesses in the consumer products sector, worked

in the film industry, and consulted with start-ups and early-stage businesses about marketing and product development strategies. Mr. Putnam has a B.S. from Colorado College and an MBA from the University of Colorado. He began working with Radish as part of an MBA class project a few years ago and quickly delivered such value to the company that he has moved from Mobile Market Specialist to Marketing Manager to Director of Marketing.

About Radish Systems

Radish Systems, LLC, a mobile / enterprise software 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 to be shared during a phone call with smart mobile device users using ANY phone, ANY network. The results are faster communications, lower operating costs, enhanced user experiences, and higher revenues. ChoiceView is available as a general mobile app on Apple and Android mobile devices; software for live and automated agents in enterprise contact centers as well as for individual PC users; as a Software Developers Kit for inclusion in third-party mobile apps; and a REST API for Visual IVRs. Use cases include mobile commerce, visual interactive voice response systems (Visual IVR), and enhanced customer support. For more information and a demonstration, visit WWW.RADISHSYSTEMS.COM.

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

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