

Swyx scoops Cisco executive to lead worldwide marketing

Coventry, UK, 3rd May 2005 - Swyx a leading provider of IP voice communications, has boosted its senior management team with the appointment of Dave Smith as vice-president, worldwide marketing.

Dave joins Swyx from Cisco Systems EMEA, where he held numerous senior marketing and management roles across Cisco's Routing, Switching, OSS, Voice and Optical portfolios across EMEA. Most recently, Dave was Director of Cisco EMEA marketing, responsible for Cisco's product & technology marketing, market intelligence and planning functions.

In his new role, Dave will lead and grow Swyx's worldwide corporate and technology marketing functions, including managing the company's overall marketing strategy, technology marketing and branding for products & technology.

Prior to Cisco, Dave worked for 11 years at Nortel Networks, where he held a number of management positions covering Worldwide Product Marketing / Management and EMEA Customer Technical Support for Service Provider & Enterprise Voice, Call Centre and OSS infrastructure products & solutions.

"Critical to its growth plans will be to expand its existing broad customer base into new geographical markets, industry & technology sectors. I believe Swyx's products and technology innovation, coupled with its ambitious growth plans in the IP Communications market, makes Swyx a highly attractive proposition in the sector and a company which I am immensely excited about joining," comments Dave.

Dave holds an Honours degree in Electronic Engineering from Bradford University and a Masters Degree from Reading University. He currently lives in Berkshire, UK.

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Editor's notes:

About Swyx:

Swyx was founded in April 1999 to develop and sell an IP-based telephony solution. Launched in summer 2000, "SwyxWare" the software-based IP-PBX now supports Microsoft® Windows® Server 2003. Since its launch SwyxWare has been installed in more than 2.200 companies in Europe to provide cost-effective competitive advantage through more powerful, easier to use and cost-effective telephony solutions. SwyxWare has been tested by several independent groups and journalists with excellent results. Larger companies turning to the benefits of converging voice and data solutions have recognised that the future of telephony lies within the convergence of networks and applications, all of which are already available with SwyxWare. Today, more than 400 trained and authorised resellers in Europe sell SwyxWare. These resellers consult and sell SwyxWare to SMEs with up to 500 or more employees.

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