

NACR Welcomes Mitchell to Inside Sales Manager

Larry Mitchell Brings 20 Years of Business Development Experience to Role with Leading Technology Integrator NACR

EAGAN, Minn., Oct. 27, 2011 /PRNewswire/ -- Seven-time Avaya BusinessPartner of the Year and communications integration expert NACR is pleased to announce that Larry Mitchell has taken the role of Inside Sales Manager effective October 24, 2011. He reports to Scott Sund, Vice President of Marketing for NACR, and is based in Eatontown, NJ.

(Logo: <http://photos.prnewswire.com/prnh/20070809/AQTH118LOGO>)

As one of the largest Avaya channel partners worldwide, NACR is the leading independent integrator of best-in-class communications, collaboration, and customer interaction solutions — delivering comprehensive sales, consultative, training, and technical support, as well as managed services and maintenance. The company works closely with Avaya and other leading technology innovators to integrate the latest hardware, software, and applications into end-to-end multivendor solutions for diverse markets.

"We are excited to welcome Larry to his new role at NACR, where his technical background and expertise in business development will be major assets to our overall sales operations — helping to drive revenue while taking the Inside Sales team to the next level," said Sund.

Mitchell joins Inside Sales (IS) from NACR's Northeast regional team, where he was a National Account Manager and had already been working with the IS team, providing weekly technical training in the Eatontown office. He has more than 19 years of experience in the telecommunications industry and came to NACR in May 2011 from Carousel Industries, where he was one of their top Account Executives and worked closely with their inside sales team.

Previously, Mitchell worked for McleodUSA and XO Communications in the building-centric carrier business. He has also been a Vice President of Sales and Business Partner owner and manager, selling products including Cisco, Nortel, NEC, and others in addition to Avaya solutions.

Under Mitchell, the Inside Sales team of 11 associates complements NACR's Outside Sales operations — generating leads, scheduling appointments, and implementing and tracking response to marketing initiatives.

"I'm extremely happy to be part of NACR and especially, to be working with this group of professionals to drive more business and make our Inside Sales organization the best in the industry," said Mitchell.

For more information about NACR and its solutions for business, customers can contact their NACR representative, call **1-888-321-6227**, or visit www.nacr.com.

About NACR

With offices nationwide, industry award-winning NACR (Eagan, MN) is a certified Avaya Platinum Channel Partner, seven-time Avaya BusinessPartner of the Year, and the leading independent integrator of best-in-class communications, collaboration, and customer interaction solutions for businesses. Its highly trained and experienced team, with more than 300 industry-recognized certifications, delivers proven, scalable, cost-effective solutions tailored to a customer's end-to-end needs, from sales through ongoing support. Using sophisticated processes, advanced tools, and two high-tech Network Operations Centers (NOCs), NACR provides comprehensive monitoring and managed services for multivendor infrastructures. And to help customers keep pace with changing technology and business needs, the NACR Center of Excellence for Learning and Development provides training and educational opportunities. For more information, call **1-888-321-NACR** (6227) or visit www.nacr.com.

SOURCE NACR

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Additional assets available online:  [Photos \(1\)](#)

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