

## NACR Names Boyce as Regional Sales Director

### Jeff Boyce Leads NACR Sales and Territory Development for Pacific Northwest

EAGAN, Minn., Jan. 28, 2014 /PRNewswire/ -- Communications technology integration expert [NACR](#) is pleased to announce that Jeff Boyce has joined the company as the Regional Sales Director for the Pacific Northwest to develop new sales initiatives and help to expand the company's market presence in the region. Formerly a vice president at Cerium Networks, he is based at the NACR office in Seattle, WA, and reports to Dennis Clevenger, the company's Western Regional Vice President.

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

NACR is a leading global integrator of best-in-class communications solutions and services, and a trusted advisor to more than 5,500 customers ranging from small businesses to *FORTUNE*® 100 and global enterprises. The company works closely with Avaya, Microsoft, and other technology innovators to integrate the latest hardware, software, applications, and services into end-to-end multivendor solutions.

"We're thrilled to have Jeff on board, running our sales and support throughout the Pacific Northwest, and leveraging his expertise in attracting and building high-growth teams," said NACR's Clevenger. "He has proven himself an expert in generating sales growth initiatives that open new channels and create new vertical markets and business development activities."

As NACR's Pacific Northwest Sales Director, Boyce will lead the region's sales and territory development — assessing, hiring, coaching, and developing sales talent. He will also have input into NACR's Western Region Business Planning Process, as well as the company's positioning with large enterprise customers across the region.

As Vice President of New Business Sales at Cerium since 2011, Boyce was a leader in building sales, fostering profit, and improving lead generation. He was also integral in driving the company's Microsoft alliance, as well as several new strategic alliances to fill gaps in the Cerium solution portfolio. Prior to that, Boyce held regional senior executive positions with companies including Polycom, ClickFox, and Avaya, building his sales and financial leadership skills within world-class technology organizations.

Boyce can be reached at 651-796-7021 and via email at [jboyce@nacr.com](mailto:jboyce@nacr.com). For more information about NACR solutions, call your NACR NAM or contact the company at **888.321.NACR** (6227).

#### About NACR

As a leading global integrator of business communications solutions and services since 1993, NACR has been a trusted advisor to more than 40% of the Fortune 100 companies, helping them use technology to enhance the collaboration, contact center, and data communication experience. We serve as a single source for consulting, implementation, project management, training, maintenance, and managed services that improve productivity, efficiency, and customer service. With a team of over 900 customer-focused and certified employees, we have consistently been recognized by our partners, suppliers, and customers for excellence. For more information, visit: [www.nacr.com](http://www.nacr.com)

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#### SOURCE NACR

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