



Frederic Gonzales joins Intersec as VP Sales North America

Press release – September 4th 2014 – New York, Intersec is delighted to announce the appointment of Frederic Gonzales as VP Sales North America, under the responsibility of Gary Buchwald, Chief Commercial Officer. Frederic Gonzales will have the responsibilities of developing and implementing the sales strategy in North America.

Frederic Gonzales obtained his MBA in International Business from City University of New York – Baruch College. He has 15 years of experience in sales leadership and international business development, having held the position of Sales Manager for Deltalab and Kinoptik, before moving to the US to be Sales & Marketing Manager for Quanta Tech Inc. His last position was at Astellia Inc where he was for 4 years North America Sales Manager and for 3 years Managing Director, in charge of operations and sales in North and South America.

“We are looking forward to work closely with Frederic and are confident that he will achieve an impressive level of success in sales performance. His arrival will strengthen our presence in North America and emphasis our ongoing commitment to deploy our solutions in this region” Gary Buchwald, Chief Commercial Officer.

About Intersec

Intersec designs solutions that enable mobile operators to capture and monetize their network value through Big Data collection . Operators can then create new and innovative services. Intersec integrates its leading core network solutions to generate location intelligence revenue and to maximize customer value management, contextual engagement, and messaging traffic profitability. Our award-winning products are designed to efficiently implement loyalty & retention, value creation and cost optimization strategies for CSPs. Acclaimed by 60+ MNOs, Intersec technology enhances the experience of several hundred million subscribers worldwide and manages over a billion smart events day after day. For more information, go to www.intersec.com; Follow us on our social media platform [@IntersecGroup](#), [LinkedIn](#).

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