

## HyperQuality Adds Sales Veteran to Executive Team

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HyperQuality, Inc. the premier contact center business intelligence firm, announced today the addition of Mike Schonberger as Senior Vice President of Sales. Schonberger, with 25 years of sales and marketing experience, will lead the sales effort as the company continues to expand its software and services offerings.

Seattle, WA - HyperQuality, Inc. the premier contact center business intelligence firm, announced today the addition of Mike Schonberger as Senior Vice President of Sales. Schonberger, with 25 years of sales and marketing experience, will lead the sales effort as the company continues to expand its software and services offerings.

"The arrival of Mike gives HyperQuality a seasoned executive with both software and services sales experience," said Chris Coles, President and Chief Executive Officer at HyperQuality. "Mike's history of successes in both large companies and startups will be instrumental to the evolution of our sales approach in the services and software business."

Before joining HyperQuality, Schonberger was Vice President of Sales & Marketing for National CineMedia, the nation's largest in-theater advertising network selling national advertising and events to corporate clients. He was instrumental in creating a corporate events business, which utilized theaters and a purpose-built digital content/broadcast network that interconnected over 1,400 locations around the country. Schonberger also served as Vice President of Sales at Qwest Digital Media and Williams Communications. Earlier in his career, Schonberger was a regional sales director for Sprint.

"HyperQuality is defining a new category of business intelligence services focused on the quality, productivity and effectiveness of customer interactions and I'm delighted to be a part of the team," said Schonberger. "I look forward to providing HyperQuality clients with actionable insight on how they deal with their customers through innovative software and services."

HyperQuality:  
<http://www.hyperquality.com>

Founded in 2003, HyperQuality is the leading provider of third-party quality assurance and business intelligence for contact centers. With a strong focus on call center operations, the company evaluates millions of interactions annually between contact center agents and customers and, using advanced analytics, generates actionable feedback to drive performance improvement. Ultimately, HyperQuality helps companies including some of the most well-known names in the travel, retail, financial services, education and utility industries - improve the quality and effectiveness of their customer interactions. In addition to quality evaluations, HyperQuality collects, evaluates and analyzes other forms of customer data, including customer and employee surveys; shopping experiences and marketing programs. HyperQuality is a global business with corporate headquarters at 316 Occidental Ave South in Seattle. For more information, call (206) 283-7119.

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