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## Advantage Communications Inc. New Executive Team Ready to Challenge the Traditional Call Centre Industry

*Over the last year Advantage Communications Inc. has made a number of strategic hires, to augment their top tier talent with deep experience and innovative thinkers.*

**[Charlottetown, PEI, Jan 2019]** One of the North America's leading contact centres has been strategically hiring top talent to build out a high performance [executive team](#). Now that the team is complete, Advantage Communications Inc (ACI) has hit the ground running landing major accounts both in the Caribbean, USA and Canada.

With three new hires in executive roles and a further internal promotion, Advantage Communications is continuing to position itself as a thought leader in the customer service industry. That, combined with the use of next-generation AI and advanced contact center technology, means ACI is paving the way to implement more efficiencies and better productivity, challenging the traditional contact center industry.

"Our new [ACI Executive Team](#) includes three key new hires, and one internal promotion, in the last year in HR, Technology, Client Services and Finance," said Gregory Hough, CEO of Advantage Communications.

"As we position ACI to take on and challenge the traditional call centre industry with new technology and new levels of service, we wanted to bring in executives who can lead the way with highly creative and innovative approaches to customer experience."

Advantage Communications welcomes:

**Tracey Laughlin**, Chief Financial Officer

Tracey brings with her over a decade of experience as the VP of Finance for a leading IT services management company, along with other positions in the technology software industry, an investment corporation, and a computer system design company.

**Jean-Marc Cheong**, Chief Technology Officer

Jean-Marc brings over 18 years of hands-on and senior management experience in Technology and the Contact Center industry. Responsible for Systems, Networks, Security, Compliance, Software Development and R&D, he started his career in the BPO field and has worked with many on-shore teams in North America and offshore teams in France, India, Mauritius, Mexico, Morocco, Philippines, Romania and Sri Lanka.

**Andy Tsalkos**, Chief Client Officer

With an extensive 22+ year career in Contact Centre and BPO services, and with a successful track record in building, stabilizing, and growing profitable operations, Andy is the perfect addition to the team to escalate the growth of Advantage Communications.

**Ryan White**, Chief People Officer

Ryan has been an integral part of creating the dynamic company culture and inclusive values that sets Advantage Communications apart from other call centres. Ryan was recently promoted to Chief People Officer to continue building talent and making ACI a preferred employer in the sector.

With these new additions to the Executive Team, bringing individual strategic insights and extensive industry experience, ACI is ready to challenge the call centre industry head on. Advantage Communications is a challenger brand, pushing forward with new omni-channel AI and operational intelligence technology that delivers exceptional customer experiences for clients.

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If you would like more information on our new executive team, future initiatives, or have any further inquiries please contact Randy Clapp at [randy.clapp@advantagecall.com](mailto:randy.clapp@advantagecall.com).

**About Advantage Communications**

With 20 years in service, we've mastered the dynamic between cost-efficiency and customer service, meaning you won't have to sacrifice one for the other.

Advantage Communications is a leading North American Contact Center outsourced service provider of Tech Support, IT Helpdesk and Customer Service. We provide smarter, more efficient outsourced technology solutions that are custom-designed to be an extension of your business model and your brand. Our contact centres are located in bilingual Eastern Canada and near shore Jamaica, to provide scalable solutions, reliable business continuity, and the best branded customer experience across the board. Get the coverage you need and the partnership you can rely on with our Dedicated, Shared and Hybrid service models. To learn more, call or visit us at: [www.advantagecall.com](http://www.advantagecall.com)