

Evaluateserve appoints former Red Hat marketing director as chief marketing officer

Munich, Germany, May 12, 2014

Robert Eiselt, previously senior marketing director EMEA at Red Hat, has been hired as Evaluateserve's Chief Marketing Officer (CMO), a new position in the company. Robert joined Evaluateserve mid-April 2014. He is responsible for strengthening Evaluateserve's brand in global markets as well as developing and implementing marketing strategies. "I am thrilled to be joining Marc and his team in a company that is a leader in the knowledge process outsourcing industry. We provide a high value-add to our clients' information-related business activities delivered by our highly specialized teams with the help of innovative technologies as well as strong business partnerships. Evaluateserve has an outstanding culture of innovation excellence, and I am excited to apply my expertise and leverage industry trends to drive Evaluateserve's revenue and customer satisfaction," says Eiselt.



"We are happy to have someone with Robert's extensive experience in the fast-moving high-tech environment joining Evaluateserve. As we are planning to further expand our global footprint, creating the role of a CMO was a logical step," says Evaluateserve CEO Marc Vollenweider. "Our objective is to establish ourselves as the largest premium knowledge and analytics provider worldwide over the next four to five years, and a CMO will be essential for achieving this."

Robert has more than 20 years of experience in senior marketing positions at technology companies, such as Red Hat, where he led all aspects of strategic planning, development, and execution of marketing programs with a focus on increasing sales in EMEA; Fujitsu Siemens Computers, where he led the corporate marketing operations team as well as held other sales and product marketing roles; and Dell and Compaq, where he spearheaded several product marketing functions. He holds an MBA from the University of Missouri, Kansas City, US, and a diploma in computer science from Augsburg University, Germany.

About Evaluateserve: Evaluateserve is a global specialist in knowledge processes with a team of more than 2,700 professionals worldwide. As a trusted partner, Evaluateserve analyzes, improves, and executes knowledge-intensive processes and leverages its proprietary technology to increase efficiency and effectiveness. We have dedicated on-site teams and scalable global knowledge centers in Chile, China, India, Romania, the UAE, and the US, which provide multiple time zone and multilingual services.

Evaluateserve's knowledge solutions include customized research and analytics services for leading-edge companies worldwide. By partnering with us, clients benefit from higher productivity, improved quality, and freed-up management time. We provide our clients with better access to knowledge and information across all parts of their organization, thereby adding to their capabilities.

For more information, please visit: <http://evaluateserve.com>

For interview requests or further questions, please contact: mediarelations@evaluateserve.com