NEWS RELEASE

Mitel Appoints Daniel Farrar Executive Vice President and General Manager of UCaaS Business Unit

3/6/2019

Established senior leader with SaaS markets expertise selected to address growing demand for public cloud communications and collaboration services

Mitel®, a global leader in business communications, today announced the appointment of Daniel Farrar as Executive Vice President and General Manager of the company's UCaaS business unit. Farrar will lead strategic direction and operations for the business unit, focusing on the unique requirements for selling, supporting and succeeding in the UCaaS market.

A seasoned senior executive with deep roots in SaaS markets, Farrar brings more than 25 years of corporate management and strategic development experience, serving in leadership positions with software vendors, private equity firms and Fortune 500 companies. Farrar most recently led Switchfly, a global travel ecommerce company, as chief executive officer where he was responsible for the organization's strategic direction. Prior to that, he was chief executive officer at Openlane, a privately held SaaS provider and leading online auction company for automotive dealers.

Farrar also served as a general partner with private equity firm, Morgenthaler, and held various positions with GE Capital, including chief executive officer of GE Fleet Services and GE Capital Equipment Management Europe. He additionally served as a director and chair on a number of public and private boards for Aegis Group PLC, GE Capital Bank, Comm-Works Telecommunications, Formed Fiber Technologies, GreenRoad, Precision Parts

International, Openlane and Rotometrics. Farrar holds a bachelor's degree in mechanical engineering from Worcester Polytechnic Institute and an MBA from Harvard.

In his new role at Mitel, he will report to Chief Executive Officer Rich McBee and be based in Sunnyvale, Calif.

Quotes

“When it comes to digital transformation, companies already know whether their path is through a private cloud or multi-tenant public cloud solution. Whichever they choose, Mitel’s vision of enabling seamless communications and collaboration remains unchanged,” said Rich McBee, Chief Executive Officer, Mitel. “Daniel’s expertise in SaaS markets will help sharpen Mitel’s focus, enabling us to deliver best-in-class execution and take full advantage of the fast-growing opportunity in the UCaaS space.”

“The value drivers, delivery model and sales motion for UCaaS are very different from UC, which involves greater customizations and a lengthier sales cycle,” said Daniel Farrar, Executive Vice President and General Manager - UCaaS, Mitel. “For UCaaS, it’s all about speed and simplicity. Customers want flexibility, simple application integrations and a predictable monthly cost. I look forward to working with Mitel’s teams and partners as we zero in on serving these customers, providing the tools and capabilities they need to communicate and collaborate more effectively.”

Additional Facts

• Mitel powers more than 4.6 million cloud seats and more than 1.3 million UCaaS seats worldwide.
• Mitel is the only brand recognized across the Gartner Magic Quadrants for Contact Center, Unified Communications and Unified Communications as a Service.

Related Materials

• Download free copies of the “Team Collaboration & Communications for Dummies” and ‘Digital Transformation for Dummies” e-books.
• Learn why organizations like **Orion Township**, **Cape Medical Supply**, **New Jersey Shares** and **Warmworks** rely on UCaaS solutions from Mitel.