NEWS RELEASE

Mitel Appoints Head of High-Touch Sales to Drive Organic Growth in the UK and Ireland

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- Newly appointed, Paul Ballinger, will drive organic growth of high-value customers in the region
- Appointment comes in response to growing demand for Mitel's business communication solutions across key industries

Mitel, a global leader in business communications, today announced the appointment of Paul Ballinger as Head of High-Touch Sales, UK and Ireland. In this role, Paul will be responsible for managing organic growth by driving added value for Mitel's partners across key vertical markets such as healthcare, financial services, retail, hospitality, and local government. He will also help expand Mitel's Customer Lifecycle Management (CLM) programme and support the company private and public sector go-to-market strategy.

The appointment comes in response to an increasing demand for UC solutions from Mitel in the region as businesses are looking to evolve their hybrid working strategies and drive efficiencies. Last year Mitel's UK market share grew by 7.6 points, making it the second largest UC-call control player in the UK by market share . "Mitel, who have a well-established channel in the UK, has been a leading call control player in the UK for more than a decade" said Sam Carter, Analyst at MZA.

"We've seen a significant uptick in new business opportunities in the past 12 months and I'm incredibly excited to welcome an established industry leader like Paul Ballinger to our team to help us on this growth trajectory. The appointment of Paul demonstrates Mitel's confidence in the market and our commitment to supporting our partners," commented Nick Riggott, Country Sales Director UKISA at Mitel.

“With a wealth of experience managing high-performance teams across the UC space, Paul brings a real understanding of resellers and an added level of focus to the team to ensure Mitel is best placed to support its high-value partners. He has a proven track record of unlocking revenue opportunities, and we are looking forward to continuous growth under his leadership,” he added.

Prior to joining Mitel, Paul spent over 15 years in senior management roles running reseller businesses in the UK: from Nine Telecom and Incom CNS through to STL where he most recently served as Managing Director, in charge of driving business growth and overseeing the strategic development of the business.

“I’m delighted to be joining Mitel during such a dynamic period of growth. “Working on the partner side for most of my career has given me a different perspective of my current role as it allows me to look at everything that we do from a customer perspective. I’m very focused on identifying the real value that we bring to partners and on supporting them in their go-to-market strategy," said Paul Ballinger.
“Building a strong partner network has been core to Mitel’s business strategy in the past 50 years and I’m really excited to be part of the next chapter as Mitel continues to evolve to meet customer needs and drive the industry forward,” he added.

About Mitel
A global market leader in business communications powering more than two billion business connections, Mitel helps businesses and service providers connect, collaborate and provide innovative services to their customers. Our innovation and communications experts serve business users in more than 100 countries. For more information, go to **www.mitel.com** and follow us on **LinkedIn** and Twitter **@Mitel**.

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