



## TruieM Further Strengthens Advisory Team with Industry Veterans

*IT operations leaders will collaborate to improve the digital experience of Call Centers.*

**NAPLES, FLA. – June 18, 2024** -- TruieM™, a digital experience measurement leader, announced the appointment of three new members to its advisory team: John McCarthy, Kathy Sobus, and George Wilson. The advisors bolster the digital experience expertise of the team.

"We are thrilled to welcome these managed services, advanced technology and CX industry experts to our advisory team," said Scott Kimmelman, TruieM President & COO. "Their collective expertise and innovative vision remain invaluable as we continue to identify areas for engagement and enhance our CX productivity solutions. Together, we will continue to empower our customers and partners to deliver exceptional service and achieve greater operational and financial results."

Following are the new advisors and their backgrounds:

- **John McCarthy** brings expertise in collaboration, customer experience, security, IT, and managed services. He is a business leader with sales, marketing, and ops experience spanning enterprise communications and contact center. He led sales at publicly traded companies IBM, Computer Associates, and Cisco. He also led go-to-market efforts with growth-oriented companies Centigram, GeoTel, Vitel Software, ShoreGroup, and ATSG.
- **Kathy Sobus** is an authority in AI, collaboration, customer experience, and security. Kathy has partnered with numerous businesses over her career to enhance and streamline their operations. Her innovative and customer-centric approach has consistently fueled the growth at manufacturing and IT organizations. She has multiple patents and citations in industry publications and has been honored in the CRN Women of the Channel several times.
- **George Wilson** is a recognized industry veteran in collaboration and customer experience. As VP, Global Alliances at HP Poly, he spearheaded co-selling with Zoom, Microsoft, and Google. At Cisco, he led UC Sales and GTM, as well as the customer experience practice. He led contact center solution selling for Avaya's Strategic Accounts organization. George's career began at Teletech, a global BPO and contact center technology company.

These strategic team members will collaborate with Truiem's existing advisory and C-teams to establish objectives and priorities going forward. They join current advisors Todd Bell, who focuses on finance and global delivery; Dustin Goodwin, an expert in technology and security ops; and Craig Young, who brings expertise in the service provider and financial industries.

View our [Leadership](#) page.

### **About TRUIEM™**

Truiem is a digital experience measurement company providing BPOs with visibility into the critical services that impact their workers' and end customers' experience. Truiem's TruExperience™ platform supports today's hybrid workplace, simplifying how BPOs can understand technology issues impacting both human and machine type workforces. This speeds decisioning, progresses CX delivery, and improves the human experience.

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