

Leading Communications Service Provider 8x8 Welcomes Tim Bury as Vice President of Sales for EMEA

London — January 14, 2019 — Renovata & Company is pleased to announce Tim Bury’s appointment as vice president of sales for Europe, the Middle East and Africa (EMEA) at 8x8, Inc.

Headquartered in San Jose, California, 8x8 is a leading software-as-a-service (SaaS) provider of voice, video, chat, contact center and enterprise-class application programming interface (API) solutions. The company connects individuals and teams around the world so they can work faster and smarter. 8x8 solutions include embedded real-time business analytics and intelligence that provide business-critical insights across interactions and channels.

Bury joins 8x8 from Masergy Communications (backed by Berkshire Partners), a global provider of hybrid networking, managed security and cloud communications where he served as managing director for EMEA. Prior to his role at Masergy, Bury spent a decade at Forrester Research in a range of commercial roles, including regional sales director and global vice president of sales for EMEA.

From 8x8’s London office, Bury will be responsible for driving growth across the UK and EMEA regions—leading the entire organization of enterprise and mid-market sales, including EMEA sales operations.

“As more customers migrate to the cloud, 8x8 is in a great position to capitalize on its SaaS model to combine communication, collaboration, a contact center and analytics in a single, fully integrated platform,” says Lisa Morgan, principal at Renovata & Company. “Tim has the industry relationships and get-things-done attitude to develop new clients and migrate existing ones for the best business outcomes.”

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