

Versature Welcomes Technology Marketing Leader Anastasia Valentine to Executive Team

Canadian-Based Hosted PBX Provider Fills Strategic Marketing Leadership Role

OTTAWA, ON, CANADA, May 14, 2015 /EINPresswire.com/ -- Versature is pleased to announce the newest member of the company's executive team, Ms. Anastasia Valentine. Anastasia will be fulfilling the new role of Vice President, Marketing to nurture Versature's growing client base of Canadian Hosted PBX subscribers.

Ms. Valentine joins Versature after 20 successful years in marketing and product management in the technology sector. She has been heading ANVIVA International, her own marketing consultancy, for the past 5 years providing strategic business, product and marketing services to various entrepreneurs, startups, and Fortune companies. Prior to starting ANVIVA, Anastasia held lead marketing and technical roles at IBM, Cognos, Jetform Corporation, SHL Systemhouse, Corel, and more. Anastasia will continue serving as a Board Member for hEr VOLUTION.

"Everyone at Versature is looking forward to having Anastasia join the company. She will be able to provide dedicated and strategic leadership to our marketing team as the company looks to conquer new areas of the Canadian Hosted PBX market in the coming years" says Adam Sherman, Versature's Chief Technology Officer.

Anastasia's hire comes following a series of major wins for Versature. In March, [the company announced](#) it had secured \$675,000 in additional financing, allowing for expansions within the sales and development departments. With new



Anastasia Valentine, Vice President - Marketing, Versature



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Business phone service. Evolved.

resources and staff in place, Versature plans to continue building momentum from 2014's [record-breaking fiscal year end](#) in which the company reported 40% year-over-year subscriber growth, some of the lowest churn numbers in the industry, and a number of high-profile client wins including Shopify and providing business phone services to Hockey Canada during the 2015 IIHF World Junior Championship.

“Versature is ahead of the technology curve and creating some positive disruption in Cloud Computing and Telecommunications and I’m thrilled to join their team. We are in a great position to raise the bar in the industry with superior business phone service offerings. I look forward to working with our customers and prospects to help their businesses evolve, operate more efficiently and stay connected” says Anastasia Valentine, Versature’s Vice President, Marketing.

About Versature Corp.

Versature is delivering the future of communications by re-imagining and re-engineering phone service for business. Cloud-based Hosted PBX from Versature solves real business problems with innovative, cost effective and highly efficient communications solutions combined with deep insight into business operations. Founded in 2003, Versature has over 7,000 Hosted PBX subscribers across Canada.

To learn more about Versature, please visit <http://www.versature.com> or check out the blog at <http://inside.versature.com>.

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