

TeleAdapt names new leader for global, hospitality sales team

2007-10-09

TeleAdapt announced Sabu Picha has been named sales director and will lead the sales strategies for the company's hospitality product lines. Picha will be based out of the company's United Kingdom office.

Picha's background positions him as the ideal leader to assist TeleAdapt in developing strategies and new revenue opportunities within the hospitality industry. Picha's 19 year background in the high tech, hospitality industry includes co-founding the company Iyonder which provided internet solutions for the hospitality sector. Picha was responsible for new product launches, partnership development, securing funding sources and establishing a company that grew to become today's most popular and viable internet model in the hospitality and education sectors. Iyonder, founded in 2002, was later purchased by a telecom and wireless operator.

Picha brings to TeleAdapt a proven track record of experience that spans both technology and sales. His education in engineering launched Picha into an engineering career which prepared him for subsequent director level positions. As a consultant for Lever and Unilever, Picha was able to maintain steady growth in revenues through new service development and customer relations. At Lucent Technologies, Picha provided world wide support for technical and commercial teams where he instituted modifications in networking infrastructure, resulting in an annual cost savings of over \$1.6 million.

"Our hospitality product division has never been stronger," said Gordon Brown, TeleAdapt CEO and founder. "With Sabu's leadership, our sales team is prepared for incredible success in hospitality sales and marketing. Picha places a tremendous value on customer service and educating customers from both a technical and commercial perspective to achieve success. This keen understanding and ability to transform complex technology into useful, differentiating opportunities for hoteliers will undoubtedly be an incredible asset to both TeleAdapt and the hotel industry. I am personally confident Sabu will reinforce and increase our position as worldwide leader for guest connectivity solutions."

About TeleAdapt - Keeping the World Connected

TeleAdapt is a leading global designer, manufacturer and supplier of connectivity products to the Hospitality Industry. The company's aim is to help Hotels and their guests to stay connected, with an underlying company vision of: Keeping the World Connected. Solutions include Ethernet connectors and audio/video connectivity devices that allow travelers to make the most of their portable devices and content while traveling. Today, TeleAdapt's wired and wireless Internet solutions can be found in over one million hotel rooms world wide. Founded in 1992 by CEO Gordon Brown, TeleAdapt pioneered the introduction of the modem adapters, which made international dial-up connections possible. This advent in connectivity technology represented the first and only solution of its kind at the time.

With operations in the United Kingdom, United States, Hong Kong, China, UAE and the Czech Republic, TeleAdapt's product lines include consumer electronics accessories, power solutions and connectivity products for the OEM, Retail and Hospitality sectors worldwide. Continually striving for unsurpassed quality, TeleAdapt has been awarded approved supplier status by internationally recognized hotel brands, internet service providers and consumer electronics manufacturers. Additionally, TeleAdapt's OEM/ODM engineering staff and product design teams have earned the group a Preferred Supplier Status with global computer and healthcare equipment manufacturers for over a decade.

This article comes from Hotel News Resource

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