

Radcom Promotes Sales Professional

Consulting firm promotes Sales Assistant to Account Representative to help Northeast Ohio businesses develop learning and technical communication materials

FOR IMMEDIATE RELEASE

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(Hudson, Ohio, USA / August 23, 2011) – Radcom, Inc., a Northeast Ohio consulting firm that provides custom learning solutions, has promoted Tina White of Stow from Sales Assistant to Account Representative to help Radcom reach businesses needing assistance in developing training and technical communication materials and strategies.

In White’s new role, she will identify and work with companies that can benefit by partnering with Radcom to create classroom training, online learning, mobile learning, learning support materials, and technical communication materials. “Northeast Ohio has many different business sectors including a strong education and healthcare base with an emerging green technology sector,” said White. “These types of businesses need to educate and support their human resources as well as their customers and business partners; that’s where we can help.”

For the past year, White has supported Radcom’s sales effort by assisting the sales team with promotion of Radcom’s professional development training, research on area businesses, public relations, and philanthropy including being the captain of Radcom’s “Light the Night” team called “Mighty Mikey’s Marchers” to benefit the Leukemia & Lymphoma Society. “Tina has really helped our sales team create a strong foundation for future growth and her research will help us better target companies that can use our services,” said Ginny Haas, Account Executive.

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White graduated from the University of Akron with a Bachelor of Science degree in Business Administration, with an emphasis in Human Resource Management. She had a 15 year career at Allstate Insurance in Hudson. She started as a customer report administrator, then was promoted to Quality Reviewer, and then to claims which included positions as a Bodily Injury Adjuster, Administrative Claims Manager and Property Claims Adjuster. She was later an independent consultant for Two Sisters Gourmet and worked for Homesite Insurance Company in Akron as a Property Claims Adjuster. White also assists her father at local Italian festivals for the family business, Sinatra's Catering based in Akron.

White said that, "I decided to make a career change by joining Radcom. Everyone had always suggested I should be in a sales related job, so thanks to Angie & Bob, [co-owners of Radcom] I have been able to pursue this new adventure. I am enjoying every minute of it and I'm confident that I can help grow Radcom's current customer base."

White, who grew up in Cuyahoga Falls, is married to her husband Don and they have 11 year old triplets, two girls and a boy. White volunteers at her church and her children's school community at Holy Family in Stow. She serves as a Eucharistic Minister at Holy Family Parish and is the Holy Family Parent's Club President for the 2011-2012 school year. White is also the assistant coach for girls' volleyball and basketball.

More information on Ms. White, including a headshot photo, is available by contacting Rob Catalano at rcatalano@radcomservices.com or 330-650-4777 ext. 227.

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Based in Hudson, Ohio, Radcom is a consulting firm that has been providing custom learning solutions since 1996. Solutions include training and development, technical communication, professional development courses, and strategic consulting. Learn more about Radcom at www.radcomservices.com. You can also follow Radcom on Facebook and Twitter by clicking the links on their homepage.