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Effective Teleservices Promotes Senior Leaders

Rasberry and Walker Receive Promotions.

Effective Teleservices, Inc. (ETI), a global provider of outsourced customer support services headquartered in East Texas, announced today the promotion of two key individuals to the senior leadership team. Robert Rasberry has been named Assistant Director of Operations in the Lufkin Center and Cathy Walker has been promoted to Account Manager in the Nacogdoches Center.

Rasberry most recently served as Account Manager of the internet sales team. In this capacity he managed various sales channels generating outbound, inbound, and referral sales. Prior to working for ETI, Robert was a licensed realtor in Houston focusing on commercial real estate. He attended Texas A&M as well as The University of Houston where he received a Bachelor of Science in Economics.

He and his wife, Christie, have a son, Mason, and live in Nacogdoches where they are active participants in civic activities.

Matt Rocco, Vice President of Operations for ETI, stated, "Robert's ability to lead and influence others, coupled with his competitive nature, will be welcome assets to the Lufkin Team and the customers we serve."

Cathy Walker replaces Rasberry as Account Manager. In this role, Cathy will be responsible for managing the client relationships as well as leading the inbound and outbound operation teams.

Walker joined ETI in June of 2002 as Training Manager where she managed the trainers and program curriculums. She played a critical role in the restructure of ETI's Human Resource team as the company evolved. She was most recently a Project Manager in the Program Implementation Department where she helped develop and implement processes used to ensure an organized and successful rollout of new customer programs.

Cathy graduated from Columbus State University with a Bachelor Degree in English. Prior to coming to Nacogdoches, she worked in marketing and management with a shopping center development company. Relocating to Texas with her husband Michael, a professor at Stephen F. Austin State University, Cathy taught at Christ Episcopal School before joining ETI. She resides in Nacogdoches with Michael, her daughter, Savannah, and Natsumi, an exchange student from Japan.

Rocco said, "The ongoing growth of ETI will not be possible without the development of leaders within our organization. With added growth comes the challenge of managing

additional responsibility. In order to manage the growth and responsibility effectively, ETI must continue to attract and develop talented leaders.”



Robert Rasberry



Kathy Walker

About ETI

Effective Teleservices, Inc. is a leading provider of customer contact and business process outsourcing solutions that help Fortune 500 companies grow revenue and manage costs. Founded in 1997 and headquartered in Nacogdoches, TX, ETI employs over 1400 team members occupying 3 state-of-the art customer interaction centers in East Texas and Gujarat, India with corporate facilities in Palm Beach Gardens, Florida.

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