

NACR Welcomes Bomm as Northeast Sales Director

Solutions Integrator NACR Expands Fortune 1000 and Enterprise Expertise with Philadelphia-based Brad Bomm

EAGAN, Minn., March 9, 2011 /[PRNewswire](#)/ -- Seven-time Avaya BusinessPartner of the Year and communications integration expert NACR (North American Communications Resource, Inc.) is pleased to announce that Brad Bomm will join the company as Northeast Regional Sales Director effective March 9, 2011. Bomm will be based in Philadelphia.

(Logo: <http://photos.prnewswire.com/prnh/20070809/AQTH118LOGO>)

As the largest Avaya channel partner worldwide, NACR (www.nacr.com) is the leading independent integrator of best-in-class communications, collaboration, and customer interaction solutions — delivering comprehensive sales, consultative, training, and technical support, as well as end-to-end managed services and maintenance. The company works closely with Avaya and other leading technology innovators to integrate best-in-class hardware, software, and applications into end-to-end multivendor solutions.

"In executive sales management positions spanning more than 20 years, Brad has not only achieved award-winning results — he has also developed remarkable expertise in both working with *Fortune* 1000 companies and providing the integrated network solutions they need," said Cordell Toson, Northeast Regional Vice President of NACR.

Bomm comes to NACR from the Shared Technologies division of Arrow Electronics Company, a national Platinum partner for Avaya, Nortel, and Siemens solutions. As its Director of Channels Sales for the Eastern Region since 2004, he developed and managed a team of consultants and strategic partners covering half the United States. In his leadership role, Bomm also championed integrated offers including managed services, the complete Avaya-Nortel voice-data product line, IP PBX, contact center, Interactive Voice Response (IVR), server-based Customer Relationship Management (CRM), and other leading-edge solutions spanning regional and national enterprise accounts.

"Brad's sales leadership experience and his work with elite technology industry partners give him a unique advantage in terms of both technology know-how and enterprise market savvy," said John Behnken, National Vice President of NACR. "We are thrilled to welcome him to NACR and excited about the solutions he will help us deliver to our customers."

Previously, Bomm was Northeast Regional Channel Manager for direct and channel sales at Siemens Enterprise Networks, and Northeast Regional Sales Manager for Computer-Telephony Integration (CTI) at Fujitsu, Ltd., Business Communications Systems. Prior to that, he was Mid-Atlantic Channel Manager for Captaris, a leading provider of unified messaging solutions.

Bomm is a graduate of the College of Arts and Sciences at Rutgers University (NJ). Over the course of his career in the technology industry, he has developed particular expertise in PBX design, IVR, CTI/Automatic Call Distribution (ACD) design, and Cisco and Avaya gear. Across all his sales leadership positions, Bomm has also achieved frequent recognition including President's Club awards for achieving 100% or more of sales.

For more information about NACR solutions and services, existing customers can call their NACR National Account Manager, and new customers can contact the company at **1-888-321-6227**.

About NACR

With offices nationwide, industry award-winning NACR (Eagan, MN) is a certified Avaya Platinum Channel Partner, seven-time Avaya BusinessPartner of the Year, and the leading independent integrator of best-in-class communications, collaboration, and customer interaction solutions for businesses. Its highly trained and experienced team, with more than 300 industry-recognized certifications, delivers proven, scalable, cost-effective solutions tailored to a customer's end-to-end needs, from sales through ongoing support. Using sophisticated processes, advanced tools, and two high-tech Network Operations Centers (NOCs), NACR provides comprehensive monitoring and managed services for multivendor infrastructures. And to help customers keep pace with changing technology and business needs, the NACR Center of Excellence for Learning and Development provides training and educational opportunities. For more information, call **1-888-321-NACR** (6227) or visit www.nacr.com.

SOURCE NACR

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Additional assets available online: [Photos \(1\)](#)

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