



Masergy Appoints Rebecca Carr as Chief Marketing Officer

Carr joins the executive team to elevate Masergy's brand and support its corporate growth strategy

DALLAS – May 28, 2019 – [Masergy](#), a leading provider of Managed SD-WAN, Cloud Communications, and Managed Security solutions, announced today that Rebecca “Becky” Carr will serve as Masergy’s chief marketing officer (CMO), heading the company’s global marketing organization. She will be responsible for driving growth, brand equity, and digital strategies to ensure Masergy remains the industry’s customer experience leader.

Carr has more than 25 years of marketing experience across the technology, software, and consumer sectors. Carr was most recently the global head of marketing at Avaya, where she was responsible for leading the company’s worldwide marketing strategy to engage and attract customers, and expand awareness of its solutions and services. Prior to that, Carr held marketing leadership positions at CoStar Group, CenturyLink Technology Solutions and MCI/Verizon Communications.

Her expertise lies in applying data mining and predictive analytics to uncover new market opportunities that contribute substantially to net-new sales and increase customer loyalty.

“Becky’s experience as a seasoned technology marketing leader and her passion for creating unique customer experiences make her the perfect addition to Masergy’s executive team,” said James Parker, CEO at Masergy.

Bob Laskey, CRO at Masergy, added, “I have seen first-hand Becky’s keen understanding of the markets we play in and her proven track record of building best-in-class marketing organizations. I am confident she will spearhead strategic initiatives that will help us accelerate growth while continuing to delight our customers and partners.”

“Masergy is uniquely positioned to assist global enterprises in realizing their digital transformation imperatives,” said Carr. “As a marketer, I am excited to have an innovative software-defined platform coupled with industry-leading customer satisfaction and retention to tap into a market poised for exponential growth.”

About Masergy

[Masergy](#) enables global enterprises to innovate, disrupt and dominate their industries with transformative solutions in [managed SD-WAN](#), [cloud communications](#) and [managed security](#). Built on the world’s most innovative Software Defined Platform, our agile technologies, customizable solutions and unmatched customer experience are why leading organizations rely on Masergy to stay ahead of the competition.



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