

Valicom
5940 Seminole Centre Court
Madison, WI 53711
Contact: Lacinda Athen
Day Phone: (608) 227-0619
Email: marketing@valicomcorp.com



For Immediate Release

Telecom Expense Management Firm Valicom Announces Promotion of Jeff Poirior to President

Telecom auditing and expense management firm Valicom is pleased to announce that, effective immediately, Jeff Poirior has been promoted to President and COO. Under Jeff's leadership over the past 5 years, Valicom has achieved many major goals and milestones and looks forward to continued growth in 2012.

Madison, WI (January 16, 2012) - Effective immediately, telecom expense management firm Valicom is pleased to announce the promotion of Jeff Poirior to President and COO. Under Jeff's leadership over the past 5 years, Valicom has achieved many major goals and milestones and anticipates further growth and expansion in 2012.

Under Mr. Poirior, Valicom has successfully:

- Seen significant and consistent improvement in [client satisfaction scores with a record 3.89 on a 4.0 scale in Q4 2011](#);
- Hired and maintained top talent and built a stable, highly productive, world-class sales, marketing, operations and development team;
- Leveraged a major increase in the number of leads generated and converted them to closed sales;
- Developed a leading-edge [telecom expense management software](#) technology on the forefront of SaaS (software-as-a-service) solutions and is forging the way to gaining significant market share for Valicom in underserved markets.



Nancy Peckham, Valicom's founder and past President says "I look forward to many more years of growth and success at Valicom under Jeff's leadership!" Ms Peckham will continue to serve as Valicom's CEO.

For more information on Valicom, please contact Lacinda Athen, Marketing Manager, at (800) 467-7226 or marketing@valicomcorp.com

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About Valicom:

Valicom is a Madison, WI based telecom expense management firm founded in 1991 as a certified, 100% woman-owned business (WBE). Valicom offers a full suite of telecom cost control services including telecom audits, wireless optimization, RFP services, telecom contract negotiation, telecom invoice processing and payment. Services are delivered via Clearview, a web-based telecom expense, invoice and inventory management software. Clearview can be used either as a subscription software-as-a-service (SaaS) or as part of a comprehensive telecom audit outsourcing project. For more information, please visit www.valicomcorp.com.