

## **Switch.co Renames as Dialpad, Transforms Workplace Communications**

*Dialpad Expands Executive Team, Adding Vice Presidents of Sales and Marketing and a Head of Design*

SAN FRANCISCO & ORLANDO - March 7, 2016 - [Dialpad](#), communications for the modern workplace, today announced at [Enterprise Connect](#) it has changed its name from Switch.co. The new name reflects a user-centric design strategy that has led to revolutionary communication products, including Dialpad and UberConference, that fit the real-world needs of today's workers and the modern enterprise.

Dialpad simplifies communications for businesses, presenting an easy-to-use, unified "dialpad" access to voice, video, messaging and meetings across any device. This reconceptualization of how communication services are presented to users represents a major shift for the industry that will eliminate a major drag on productivity, especially for today's highly distributed organizations. Dialpad's products are currently used by 60 percent of Fortune 500 companies.

Dialpad also announced three experienced, high-profile additions to the team, including Morgan Norman as Vice President of Marketing, Steve Milner as Vice President of Sales and Omar Lee as Head of Design.

Dialpad allows workers to have more productive business conversations across every channel and medium -- chat, voice, conference, documents, and even video -- inside and outside of the company network. Dialpad is integrated with Microsoft Office 365, Google Apps for Work and core social profile applications, such as LinkedIn and Twitter. With Dialpad, a new office communications system can be completely up and running in a matter of minutes, compared to months or even years for global on-premises systems, dramatically accelerating time to value. Dialpad also delivers truly free international calls.

"The largest open social network is the phone -- it's how we connect across our personal and professional lives," said Dialpad CEO Craig Walker. "Dialpad's approach to voice allows companies and coworkers to take greater advantage of it and always reach people on their own terms. But fully 'socializing' voice this way required a complete rethinking of how we present communication services to workers from any device or application. The result of this effort is our simple Dialpad."

The voice communications industry has been driven by hardware and struggled for decades to remove limitations and bring down costs driven by hardware. Previous efforts to shift to a software model have yielded some feature improvements but haven't significantly reduced costs, improved scalability and agility, or simplified use. Dialpad's 100 percent cloud-based solution is extremely easy to use, while slashing deployment costs, eliminating call charges, and offering rapid, unlimited and affordable scalability.

“Legacy on-premises business phone systems simply can't compete on functionality or cost with a well-designed cloud-based system,” said Mark Winther, Group Vice President and Consulting Partner of Worldwide Telecommunications at IDC. “Dialpad has taken a very exciting approach and is already well-positioned in the enterprise market with a number of large enterprise customers and adopters of Google Apps for Work.”

“Our user-centric design strategy addresses the needs of the new generation of mobile and tech-savvy workers, such as those at Uber and Motorola, who want a more consumer-like communications experience at work,” said Dialpad’s VP of Product Vincent Paquet. “Equally important, we’ve made Dialpad a completely pain-free deployment and administration experience that will make on-premises business phone systems obsolete.”

### **Expanding the Executive Team**

Dialpad is growing rapidly, adding a number of customers and partnerships, and opening datacenters in Asia-Pac, Japan, and EMEA. To support this growth and accelerate the implementation of Dialpad’s vision, the company has added three key executive hires.

Morgan Norman, Dialpad’s new Vice President of Marketing, leads all global marketing initiatives, including demand generation, content, product marketing, customer marketing, brand strategies, and storytelling. Prior to Dialpad, he was Chief Creative Officer and Senior Vice President of Marketing at NetSuite, and before that he was Senior Vice President of Marketing and Chief Creative Officer at Zuora. Norman will focus on expanding the marketing team, communicating Dialpad’s enterprise story to the channel and the press, and developing new go-to-market initiatives on global demand-generation programs.

Steve Milner, Dialpad’s new Vice President of Sales, leads all U.S. and international sales efforts. Prior to Dialpad, he served as Vice President Enterprise Sales for the U.S. at Rackspace. Before that, he served as Vice President of Global Enterprise Sales for TATA Communications Limited and Vice President of Sales for New Global Telecom. At Dialpad, Milner will lead channel and partner growth.

Omar Lee, Dialpad’s new Head of Design, specializes in product-focused UX design. Prior to Dialpad, he served as User Experience Designer for YouTube/Google and Interaction Designer for Google. Before that, he held product design positions for a number of companies, including Endorse.com, Zynga, and Apple. Lee will continue to employ and refine Dialpad’s people-first design strategy to ensure the development of Dialpad stays ahead of the rapidly evolving needs of the market.

Dialpad CEO Craig Walker, Motorola CIO Greg Meyers and Google Technology Evangelist for Google for Work Adam Swidler will [keynote at Enterprise Connect](#) on Tuesday, March 8 in Orlando, Florida. Follow along with @DialpadHQ from 11:00-11:30 am EST to [learn more about Motorola Solutions’ enterprise transformation](#) for improved collaboration and communications built on the Google Apps and Dialpad platform. Dialpad Vice President of Product Management

Vincent Paquet will also be featured on the panel “[In Search of a Google Strategy for UC?](#)” on Wednesday, March 9 at 1:30 pm EST. Meet the Dialpad team at Enterprise Connect in the Sprint booth #201.

## **ABOUT DIALPAD**

[Dialpad](#) is communications for the modern workplace. Available on any device, anywhere, Dialpad includes voice, video, group messaging, SMS, MMS, conferencing, screen sharing, and document sharing, and is integrated with Microsoft Office 365 and Google Apps for Work. Dialpad customers include 60 percent of the Fortune 500, high-growth enterprises and forward thinking organizations including Motorola Solutions, ClassPass, Warby Parker, Vivint and Hillary Clinton. Formerly known as Switch.co, Dialpad is funded by Amasia, Andreessen Horowitz, Felicis Ventures, GV (formerly Google Ventures), Softbank and Work-Bench. For more information, visit [dialpad.com](http://dialpad.com) and follow [@DialpadHQ](#) on Twitter.

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