![radish — The ChoiceView® Company]

# Radish Announces Leadership Transition

*Dr. Theresa Szczurek, CEO, leaves Radish to join Governor Polis as Chief Information Officer for the State of Colorado*

**BOULDER, CO** (January 9, 2019) Radish Systems, the leader in next generation omnichannel mobile/enterprise communications, announced a transition in leadership today. Dr. Theresa Szczurek is leaving her position as CEO to accept incoming Colorado Governor Polis' cabinet position as the Chief Information Officer / Executive Director of the Governor's Office of Information Technology. Starting January 9th, Szczurek will lead over 900 statewide staff to drive information technology solutions and support state agencies with missions critical to "Serving people serving Colorado." A strong leadership team is at the helm continuing Radish's innovation and expansion.

- Dr. Richard A Davis remains Co-founder, Chairman, and Chief Technology Officer.
- Ken Jensen, an experienced business leader, takes over as Acting CEO.
- Pam DeBellis, currently Director of Customer Care, is promoted to Chief Operating Officer.
- Dr. Ida Halasz continues as Director of Marketing and Research.
- Victor Morrison joins the Radish team as Strategic Sales Consultant, spearheading Healthcare and Pharmaceutical industry sales.
- Steve Parrish, continues as Finance Consultant overseeing financial management.

Learn more about the full leadership team at https://www.radishsystems.com/company/leadership/

Dr. Richard A. Davis, Chairman, stated, "*We thank Dr. Szczurek for her leadership and wish her well in her important work at the State of Colorado. Under the guidance of Ken Jensen, our new CEO, and the rest of the Radish executive team, Radish has an even stronger future.*"

## Record of Achievement

Szczurek leaves an impressive record of co-founding and leading Radish since 2009 when smart devices and mobile communications were just becoming contenders for conducting business in the USA and worldwide. Radish quickly became the pioneer "voice with visuals" technology that has since erupted to the status quo in mobile communications. Her visionary approach and CTO Davis' expertise with transformational visual

technology created the ChoiceView platform that supports its Visual Interactive Voice Response (IVR) system. Additionally, ChoiceView's patented technology allows live agent phone transactions to become efficient 'voice with visuals' collaboration sessions. As CEO, Szczurek drove understanding and acceptance of visuals as part of telephone communications into the marketplace, especially for applications in health care and public welfare. As one example, the recent adoption of visual menus into 2-1-1 calls in Colorado allows mobile callers to quickly see and react to information instead of listening to lists of options. People seeking housing for the night have fast access to appropriate shelters. Mile High United Way's 2-1-1 Manager and Lead for this project and partnership, David Holland, says,

> "We're pleased to collaborate with Radish Systems to offer 2-1-1 callers an easy way to see and hear shelter information, whenever we're unable to answer the phone live. Nearly 45% of after-hours callers choose to use the ChoiceView Visual IVR to receive emergency shelter information. It's really helpful for smartphone callers who often have no way to write down the information. They can quickly see menu options, then automatically transfer to the 2-1-1 website for detailed shelter locations."

More at [UnitedWayDenver.org](UnitedWayDenver.org)

## The Power of a Visual IVR

A Visual IVR can transform a voice-only automated call to a 'voice with visuals' experience for smartphone and browser users. Visual IVR deployments provide good results. Companies are finding improved call containment in the IVR, shorter call handling time, enhanced caller understanding, higher first call resolution rate, and increased caller satisfaction. Fewer calls are thereby transferred to live agents, which greatly increases self-service, reduces callers' wait times, and reduces operating costs. Importantly, Visual IVR improves the Customer Experience (CX).

## About the Governor's Office of Information Technology

The Colorado Governor's Office of Information Technology (OIT) is responsible for the operation and delivery of information and communications technology services and innovation across the Executive Branch agencies in the State of Colorado. OIT drives innovative technology solutions, provides quality service, and supports the agencies whose missions are so critical to serving Coloradans. We do this by overseeing technology initiatives at the state level, recommending strategies and maximizing efficiencies of service delivery in a cost-effective manner through the application of enterprise technology solutions. Our enterprise approach also enables the agile delivery of new applications to state agencies that improve citizen access to government services while increasing accountability and transparency.

Find OIT online at [colorado.gov/oit](colorado.gov/oit), on the [#StateofCO IT blog](#StateofCO IT blog), and on [Facebook](Facebook), [Twitter](Twitter), and [LinkedIn](LinkedIn).

## About Radish Systems

Radish Systems, a mobile/enterprise software and professional services company, improves the way organizations communicate visually with all callers, including smart mobile device and browser users, through its award-winning ChoiceView Software-as-a-Service (SaaS) platform. ChoiceView is a cloud-based communications service, accessible via web apps and APIs, that adds a transient data channel to traditional voice and SMS communications in a way that's totally compatible with the existing infrastructure.

ChoiceView offers the next generation of multimodal communications, allowing visual information and secure data to be shared during a call with callers using any phone, any network, and many display devices. It eases the pain of frustrating automated phone systems (IVRs) and live assistance. It transforms new and existing traditional IVR systems from many vendors into next generation, true Visual IVRs. ChoiceView provides multiple deployment options for IVRs, phonebots, chatbots, and virtual assistants ranging from simple menu changes in an auto-attendant system to including ChoiceView REST API calls directly in an IVR's contact flow. In all cases, ChoiceView is an over-the-top and easily implemented solution which maintains compatibility with existing phones, phone networks, dialing plans, and call routing. The patented, HIPAA-compliant technology increases comprehension, problem solving, and recall on calls by as much as 600 percent, helps callers resolve inquiries faster with more clarity, improves overall user experience, and increases business profits. Find Radish online at RadishSystems.com, www.TrueVisualivr.com, and on Twitter @RadishSystems, Linkedin, and Facebook.

*###*

**Media Contacts:** Pam DeBellis, Radish Chief Operating Officer, 303-775-1453; media@RadishSystems.com
Brandi Simmons, OIT Chief Communications Officer, 303-818-5982; brandi.simmons@state.co.us

**Trademarks**: ChoiceView is a registered trademark and Radish, Radish logo, ChoiceView logo, and "Wow, now I see what you're talking about!" are trademarks of Radish Systems, LLC.

**Tags**: ChoiceView, live agent, Interactive Voice Response, Visual IVR, true Visual IVR, Visual IVR vendors, omnichannel IVR, Mobile User Experience, Unified Communications, Contact Center, Mobile Customer Support, Radish Systems, Customer Experience, Customer Relationship Management, mobile self-service, visual customer service, mobile applications, web application, voice with visuals, customer engagement platform, live visual sharing, mobile digital engagement, visual automated agents, phonebot, chatbot, Visual Directory, United Way, 2-1-1 Help Center, Theresa Szczurek, Governor Jared Polis, Chief Information Officer of State of Colorado

### Sample Tweet
@RadishSystems announces leadership team transition. @TheresaSzczurek named #CIO for State of #Colorado @OITColorado on @JaredPolis cabinet. New Acting CEO, Ken Jensen leads @ChoiceView forward.
**https://www.radishsystems.com/media-center/media-releases/**

**Demo:** United Way 2-1-1 demo video showing ChoiceView in action is available at
https://www.radishsystems.com/videos/united_way_211.mp4

**Visuals**: RadishSystems.com/media-center/media-resources/