

XSELL TECHNOLOGIES EXPANDS ADVISORY BOARD TO DRIVE NEXT STAGE OF GROWTH

New Additions Lend Healthcare, Technology, Security Domain Experience

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CHICAGO – ([BUSINESS WIRE](#)) – [XSELL Technologies](#), the leader in conversational AI for contact center agent optimization, has expanded its Advisory Board with the additions of Dr. Chakib Bouhdary, CEO and Founder, Bouhdary Consulting, John Giamatteo, President, Blackberry Cybersecurity, and Dr. Stuart Levine, Chief Clinical/Medical Officer and Partner with Chicago Pacific Founders.

“Adding Chakib, John, and Stuart to our Advisory Board allows us to bring an additional wealth of experience and knowledge to our business, not only around exceeding customer expectations, but forging solid client relationships built on trust as we go-to-market,” XSELL’s CEO and Co-Founder Matt Coughlin commented. “The domain experience that each of them offers – Chakib across technology and SaaS, John in all things Cybersecurity and of course, the depth of Stuart’s understanding of the complex American healthcare system – can only enhance our market strategy and positioning. We are excited for the new insights that they will bring to our proven and patented technology solutions.”

Well-positioned to capitalize on the growing need for real-time, data-driven insights, XSELL has used unmatched AI technology to build an impressive list of Fortune 50 customers. Melding human authenticity and technology-driven insights and efficiencies, XSELL is equity-backed and chosen by market-leading companies across healthcare, financial services, CPG/retail, and telecommunications.

About Dr. Chakib Bouhdary

Dr. Bouhdary joins XSELL’s Advisory Board in his capacity as a Global Technology Executive with 30 years of multi-industry experience. Dr. Bouhdary has a proven track record of value creation through digital transformation and has leveraged that experience to establish Bouhdary Consulting, aiming to provide strategic advisory services to companies planning to drive strong growth through advanced digital technologies. Dr. Bouhdary draws upon an impressive career that includes experience as SAP’s Digital Transformation Officer; President of SAP Ariba, Chief Strategy & M&A Officer, where he led the transformation of SAP from an On-Premise software company to a highly diversified portfolio of with an increased global presence; and SVP of Value Engineering, where he instituted a value-focused customer engagement model and a global benchmarking program.

About John Giamatteo

Mr. Giamatteo joins XSELL’s Advisory Board in his capacity as President, Blackberry Cybersecurity, building on a successful career leading and growing multinational high-tech businesses. Giamatteo has held leadership roles at both McAfee, a leader in device-to-cloud cyber security solutions for large Enterprises, SMBs and Consumers, and AVG Technologies, leading the latter to a successful IPO on NYSE in 2012. Giamatteo also served as president and COO of Solera, COO at RealNetworks, and President Asia Pacific of Nortel Networks, living and working in APAC for 7 years, as he led various product business units.

About Dr. Stuart Levin

Dr. Levine joins XSELL’s Advisory Board in his capacity as Chief Clinical/Medical Officer and Partner with Chicago Pacific Founders, where he leads Care Model Innovation and Value-Based Platforms; he is also the Director/Chief Physician Strategist at Google Health. Dr. Levine serves on the boards of a dozen healthcare companies and was previously the Co-

Founder and Chief Medical and Innovation Officer for agilon health, a physician group and IPA platform that integrates and coordinates care in multiple geographies focusing on physician partnerships and delivering full risk care for Medicare Advantage and Medicare ACO Reach senior patients powered by advanced technology. Dr. Levine has spent his entire distinguished career as a leader in the transformation of clinical care models and delivery systems to outcome-focused, patient-centered, cost-effective innovative care models.

Dr. Bouhdary, Mr. Giamatteo, and Dr. Levin deepen the well of leadership experience, technology focus, and domain expertise in place across both XSELL's Board of Directors and Advisory Board, which includes the following:

Advisory Board

- Jake Colognesi, Partner at Sageview Capital
- Mark Willford, Technology and Business Advisor

Board of Directors

- Frank Jules, Retired President, Global Business AT&T
- Lawrence Leisure, Co-Founder and Managing Partner, Chicago Pacific Founders
- Narendra Mulani, Accenture
- Dean Nelson, Senior Partner, Sageview Capital
- Mary Tolan, Founder and Co-Managing Partner, Chicago Pacific Founders

The Advisory Board appointments are effective immediately. For additional information, visit www.xselltechnologies.com.

About XSELL Technologies

XSELL Technologies was founded in Chicago, Illinois in 2014 on the belief that the behavior of the very best sales agents could be learned, replicated, and amplified to every agent in real-time to transform the way that businesses interact with their customers. Through patented AI technology, XSELL empowers customers to listen, learn and support agents in real-time with the exact information they need to exceed customers' expectations and deliver top-performer experiences.

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To view the original press release, visit <https://www.businesswire.com/news/home/20220602005857/en/XSELL-Technologies-Expands-Advisory-Board-to-Drive-Next-Stage-of-Growth>