

## OVERVIEW

itel (formerly known as "itelbpo") is an award-winning international customer experience partner with operations across the Caribbean, Latin America, U.S., and Canada. The company was founded in 2012 in Montego Bay, Jamaica and is celebrated for being the largest homegrown Caribbean business process outsourcer.

Today, itel is a competitive mid-size global player with over 4,500 team members and operations in 9 countries. The company provides essential contact center services to some of the most trusted, forward-thinking brands across a number of verticals, including Fintech, Healthcare, Energy, Travel, Logistics & Hospitality, Retail & eCommerce; and more.

<b>Date Founded:</b>	June 2012
<b>HQ Location:</b>	Freeport House, 38 Coconut Drive, Montego Bay, Jamaica
<b>Company:</b>	Privately-held, largest Caribbean-born Global Services Provider
<b>Size:</b>	4,500 employees, 100M+ transactions per year
<b>Press Contact:</b>	Melissa von Frankenberg, Chief Marketing Officer O:1-305-600-1402   M: 1-876-478-4052, <a href="mailto:melissa.frankenberg@itelinternational.com">melissa.frankenberg@itelinternational.com</a>

## PRESS RELEASES

**June 14, 2021**

itel Introduces New Brand Celebrating International Expansion and Strategic Position in the New Economy  
> Read more

**April 21, 2021**

Itel and Invest in St. Lucia to Create 350 Jobs  
> Read more

**March 26, 2021**

itel Gets Contract to Support Implementation of Jamaica's COVID-19 Vaccination Plan  
> Read more

**February 14, 2021**

itel Builds COVID-Designed Contact Centers in Jamaica, St. Lucia  
> Read more

**August 7, 2020**

itelbpo to Commit to Some 750 Jobs in Saint Lucia by 2021  
> Read more

**July 2, 2020**

The Grand Bahama Port Authority and itel Continue Partnership to Prepare GB Graduates  
> Read more

**May 20, 2020**

Caribbean Outsourcer, itelbpo, Launches Work-at-Home Canada  
> Read more

**May 4, 2020**

itel Pumping Millions Into COVID-19 Fight  
> Read more

**April 16, 2020**

itelbpo Advances Nearshore Global Services in the Face of COVID-19 Pandemic  
> Read more

## ABOUT

itel is an award-winning international customer experience partner with operations across the Caribbean, Latin America, U.S. and Canada. Since inception, itel has strategically expanded outward from its starting point in Jamaica to position strongly to serve in the new economy. With a robust service delivery model that combines the best of nearshore, onshore and work-at-home, itel offers the flexibility and responsiveness that clients need now more than ever. itel is the partner of choice for forward-thinking brands who take pride in continuously empowering their teams and improving customer experiences. The newly launched Innovation Lab is itel's center for solutions where the company collaborates with various stakeholders to pilot CX programs that solve the unique industry-specific challenges of today.

itel is known for its thriving company culture and true client partnerships. Facilities are built and designed to create the happiest, most inspiring and productive workplaces in the industry. Committed to the EX=CX philosophy, itel continuously reinvests into its workforce across all regions to create a family-like environment and a community impact that goes beyond profit.

Yoni Epstein, Founding Chairman & CEO of itel, has been recognized as "One of the Most Influential BPO Leaders in the Nearshore Region." The company has won numerous awards, including the "Central American & Caribbean Contact Center Outsourcing Services Growth Excellence Leadership Award" by Frost & Sullivan.

**Services:**

Customer Experience Management and Digital Services

**Competitive Advantage:**

Ability to provide the flexibility, responsiveness and creativity needed to get ahead in the new economy.

Our teams are more empowered and accessible than larger customer experience providers, yet our service delivery platform is diversified across the Caribbean and the Americas, providing superior geo-redundancy in some of the most sought-after nearshore and onshore locations.

A true CX partnership that lets clients flex and scale closer to home.

Operations: On-site and Work-at-Home in Jamaica, The Bahamas, St. Lucia, Guyana, Mexico, Colombia, Honduras, USA, and Canada

**Founders:**

Yoni Epstein, Founding Chairman and CEO; Lisa Lake, Co-Founder, Board Member.

**Awards:**

Caribbean Council Excellence in International Business Award (2020)

"Central American & Caribbean Contact Center Outsourcing Services Growth Excellence Leadership Award" by Frost & Sullivan for two years in a row (2018 & 2019)

O2J BPO Economic Impact Award 2018 (Outsource2Jamaica VIP Luncheon & Industry Awards)

Caribbean BPO of the Year — Overall Winner 2017/18 and BPO Employer of the Year (Outsource to the Caribbean Conference, Curacao)

Ranked 5th for Voice-of-the-Customer in HFS Top 10 (2018)

Yoni Epstein voted "One of the Most Influential BPO Leaders in the Nearshore Region" by Nearshore Americas

"BPO Firm of the Year" (2016 & 2017) by the Montego Bay Chamber of Commerce & Industry

"Entrepreneur of the Year" by Nearshore Americas Association (2016)

The only company to have been named "Montego Bay Freezone Employer of Choice" for three consecutive years (2013, 2014, & 2015)

## THE 4YS FOUNDATION

In 2019, itel officially launched its 4Ys Foundation - a separately incorporated 501(c)(3) private foundation entirely funded by the company. From our company's inception, giving back to our communities and launching or supporting charitable initiatives has been at the core of our identity and operations.

In 2017, we launched our 'No Plastic is Fantastic' campaign aimed at reducing single-use plastic across all of our sites. We sustained a long-standing education campaign about the damage caused by plastic in our environment, and removed disposable plastic drink containers from our vending machines. We installed water fountains throughout the buildings at all of our sites and provided each of our employees with a non-disposable water bottle. By educating our team and encouraging sustainable habits, we caused a ripple effect of awareness that flowed into their families and communities. We were so encouraged by the results of the campaign that we decided to take our corporate social responsibility to the next level by launching the 4Ys Foundation.

The Foundation has given us a mechanism for employees, friends and corporate partners to expand their philanthropic footprint. We leverage our size, scale and expertise in socially responsible ways to support initiatives in four key areas: education, environment, sport and innovation. The 4Ys Foundation fully expresses our company's commitment to our core values: quality, integrity, reliability and family.

## RESOURCES

**Press Mentions:**

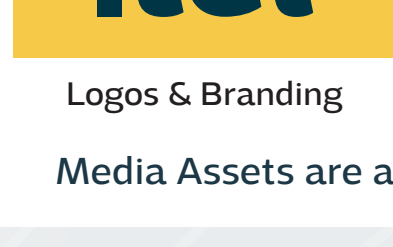
- The Evolution of a Pandemic: Top Ten Articles that Rocked the Nearshore, May 2021, Nearshore Americas
- Power Outages and Spotty Internet Raise New Questions About WFH Model, May 2021, Nearshore Americas
- Jamaica Set to Vaccinate its BPO Workforce Against Covid, May 2021, Nearshore Americas
- itelbpo gets contract to support implementation of Jamaica's COVID-19 vaccination plan, March 2021, Jamaica Observer

- itelbpo Builds First COVID-Designed Contact Centres in the Caribbean, February 2021, St. Lucia News From The Voice
- Epstein back on track with new hirings at itelBPO, December 2021, Jamaica Gleaner
- itelbpo donates \$14 million in services to fight COVID-19, May 2020, Jamaica Observer

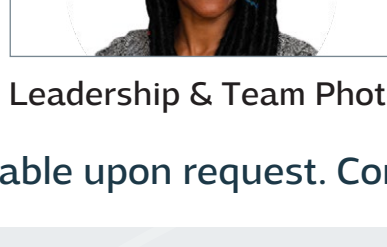
## AUDIENCE

- Outsourcing Industry Analysts & Media
- Fortune 1000 Customer Experience Leaders and Contact Center Executives
- High-Growth Digital Start-Up Executives

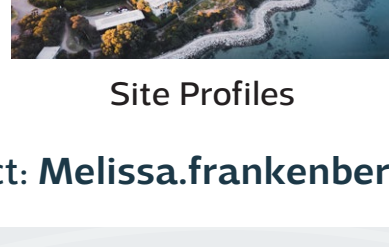
## MEDIA ASSETS



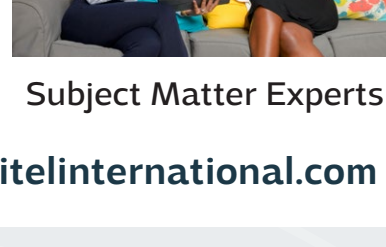
Logos & Branding



Leadership & Team Photos



Site Profiles



Subject Matter Experts

Media Assets are available upon request. Contact: [Melissa.frankenberg@itelinternational.com](mailto:Melissa.frankenberg@itelinternational.com)

## THE LEADERS

**Yoni Epstein****Founding Chairman and CEO**

Yoni Epstein is an entrepreneur and Founding Chairman and CEO of the Caribbean's largest home-grown CX provider, itel. Ranked among the 50 most influential executives for the Latin American & Caribbean region, Yoni is known for keeping a laser-sharp focus on creating a business of the future and having an impact that goes beyond profit.

Yoni, who is a Jamaican, demonstrated a flair for business from an early age. Growing up in Miami, Yoni and his siblings would help out at the local Sandals Resort, folding brochures and collecting lost golf balls for extra pocket money. Yoni moved to Kingston, Jamaica at age 11 and then later returned to Miami to study hospitality at Florida International University. With some call center work experience under his belt Yoni left University in 2004 to return to Jamaica to start a call center for Sandals.

During his time with Sandals, Yoni developed and managed the worldwide contact center operations with over 20 business units and five different cultures simultaneously. As he observed the growth of the Sandals contact center, Yoni could see the enormous potential for Jamaica to compete on a global scale due to the strengths, abilities and culture of the people. In 2012, Yoni set out on his own to create a new breed of contact centers that would surpass the expectations of the customer.

itel, originally named Island Outsourcers, was started with a strong family-related culture and maintains that culture today even as the company has grown to over 3,600 employees and expanded into six countries. Yoni's commitment to growing and innovating the Caribbean economy is demonstrated by his intrepid participation in the business community. Yoni is founding President of the Business Process Industry Association of Jamaica (BPIAJ), chairman of CarRental8.com, and sits on the governing board of the Global Services Sector Project, a 5-year project focused on talent up-skilling.

**Lisa Lake****Co-Founder, Board Member**

Lisa Lake is the co-founder of itel, Group CEO of the Lake Group of Companies, and former Chief Executive Officer of the Branson Centre of Entrepreneurship. Prior to the Branson Centre, Ms. Lake was the Director of Operations for Brand Extensions at Sandals Resorts International.

Lake has worked with the OTF Group, a consulting firm focused on issues of competitiveness in developing countries; the Bank of Jamaica and the New York-based economic consulting firm, NERA. She holds a Master of Public Administration in International Development from Harvard University's Kennedy School, a B.A. in Economics (magna cum laude) and a B.A. in Architectural Studies (magna cum laude) from Tufts University.

**Bobby Brown****Chief Revenue Officer**

Bobby Brown has been in the Contact Center industry for over 30 years, leading dynamic global sales organizations across many institutional companies. Bobby's expertise in Contact Center and Digital Customer Engagement Technologies was instrumental in assisting clients develop engagement strategies that maximize measurable outcomes.

Bobby has held multiple Sales and Account Management leadership roles with organizations such as Optum, Convergys, Startek, and Conduent. Implementing valuable insights and strategies designed to capture net new revenue, wallet share, while increasing overall net promoter and satisfaction. Within the framework of his role, Bobby has responsibility for the sales and account management organizations within itelbpo, while serving as a key member of the senior leadership team.

**Serena Godfrey****Chief Experience Officer**

Serena Godfrey is itel's Chief Experience Officer with over 20 years of experience in BPO services. Godfrey has a diverse background serving in numerous customer experience roles including that of the Head of Customer Service for Netflix. Serena Godfrey is known for overseeing high-performing teams that provide jaw-dropping customer experiences and she brings this to itel.

**Dominic Moss****Global Capacity Planning and Revenue Management Officer**

Dominic Moss serves as the Global Capacity Planning and Revenue Management Officer for itel. He is an automation evangelist who has scaled multiple businesses through periods of hyper-growth, including Uber where he managed Product and Marketplace. Moss is an expert in Data, Algorithms, Databases, and Analysis and has extensive experience in Data Science, Product, and Operations.

**Duane Williams****Chief Technology Officer**

Duane Williams serves as the Chief Technology Officer for itel. He brings a wealth of industry experience to advance innovation and growth from his over a decade of experience in the ICT industry. Duane's background makes him a natural in the systems management, network management, and software development disciplines. He holds several certifications, including MCSE, MCSA, MCDBA, and CCNA.

**Melissa von Frankenberg****Chief Marketing Officer**

Melissa von Frankenberg's international experience working with some of the greatest brand builders in the globe, including Chris Blackwell (Island Records and Island Outpost) and Richard Branson (Virgin), has brought tremendous depths to her talents in marketing and communications.

She is a writer, brand strategist and design enthusiast with an eye for excellence, the intuition to seize opportunities, the courage to lead, and the expertise to drive performance. As the Chief Marketing officer at itel, von Frankenberg manages a diverse and creative team, tapping into their big ideas to support the expansion of the company and evolution of the brand.

**Tamara Smith****Chief People Officer**

Tamara Smith is the Chief People Officer of itel with more than 15 years of experience in Human Resources. Tamara's background in serving large, diverse teams allows us to ensure we are providing the best support to our global team. She's held HR leadership roles in global technology, government and customer care organizations, and she's a member of the Society for Human Resource Management.

**Vinay Koppikar****Chief Financial Officer**

Vinay Koppikar is the Chief Financial Officer with over 20+ years of experience in the business service and technology industry. Koppikar has expertise in FP&A, Financial & Strategic Planning & Management, Process Design & Re-engineering. Koppikar has been a part of seven start-ups and five years of business re-engineering experience and brings this rich knowledge to itel.

**Shurland Buchanan****Chief Learning Officer**

Shurland's well-rounded experience includes over 15 years in Customer Experience, Employee Development, Training, and Operations. He brings his solid understanding of diverse coaching practices to break through cultural barriers and maximize learning at itel.

Shurland is a Master Trainer of Predictive Index Certification; Master Trainer, Certified Professional in Training Management and Six Sigma Yellow Belt. His key strengths reside in the creation and designing of LM Systems, Quality Assurance CX Experience Strategies, Learning Theories, Employee Coaching and Development.

## CONTACT INFORMATION

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