



Media Kit

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 6,000 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.

Date Founded:	June 2012
HQ Location:	HF4 Hewanorra Free-Zone, Vieux Fort, Saint Lucia
Company:	Privately-held, largest Caribbean-born Global Services Provider
Size:	6000 employees, 100M+ transactions per year
Press Contact:	Melissa von Frankenberg, Chief Marketing Officer 0:1-305-600-1402 M: 1-876-478-4052, melissa.frankenberg@itelinternational.com

PRESS RELEASES

- December 20, 2021**
itel's CEO Specially Invited to Meet Inter-American Bank's President
> Read more

November 25, 2021
itel Receives Two GSAJ Awards at Annual Ceremony
> Read more

November 16, 2021
itel Inaugurates its New Operations within the Altia Smart City in Honduras
> Read more

October 8, 2021
itel Set to Hire 1,750 New People this Fall
> Read more
- September 22, 2021**
itel Opens Customer Experience Center in Midwestern USA
> Read more

July 26, 2021
itel Acquires Emerge BPO: Making Another Bold Move Expanding its Geographic Footprint into Guyana and Honduras
> Read more

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

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	Founders: Yoni Epstein, Founding Chairman and CEO; Lisa Lake, Co-Founder, Board Member.	the Year (Outsource to the Caribbean Conference, Curacao)
Competitive Advantage: Ability to provide the flexibility, responsiveness and creativity needed to get ahead in the new economy.	Awards: "COVID-19 Resilience" and "Highest Increase in Employment Large Enterprise" - Global Services Association of Jamaica (2021)	Ranked 5th for Voice-of-the-Customer in HFS Top 10 (2018)
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.	Caribbean Council Excellence in International Business Award (2020)	Yoni Epstein voted "One of the Most Influential BPO Leaders in the Nearshore Region" by Nearshore Americas
A true CX partnership that lets clients flex and scale closer to home.	"Central American & Caribbean Contact Center Outsourcing Services Growth Excellence Leadership Award" by Frost & Sullivan for two years in a row (2018 & 2019)	"BPO Firm of the Year" (2016 & 2017) by the Montego Bay Chamber of Commerce & Industry
Operations: On-site and Work-at-Home in Jamaica, The Bahamas, St. Lucia, Guyana, Mexico, Colombia, Honduras, USA, and Canada	O2J BPO Economic Impact Award 2018 (Outsource2Jamaica VIP Luncheon & Industry Awards)	"Entrepreneur of the Year" by Nearshore Americas Association (2016)
	Caribbean BPO of the Year — Overall Winner 2017/18 and BPO Employer of	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

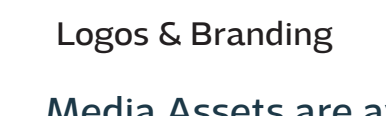
- Press Mentions:**

 - itel Builds U.S. Network, January 2022, Jamaica Observer
 - itel Establishes its First Onshore Center in Jeffersonville, Indiana, September 2021, Nearshore Americas
 - Investment in BPO Rises, September 2021, Jamaica Observer
 - Summer of Consolidation a Hot One for BPOs, July 2021, Ryan Strategic Advisory
- Labor Arbitrage Drove itel's Guyana Acquisition, August 2021, Nearshore Americas
 - itel Expansion a Nearshore Success Story, June 2021, Ryan Strategic Advisory

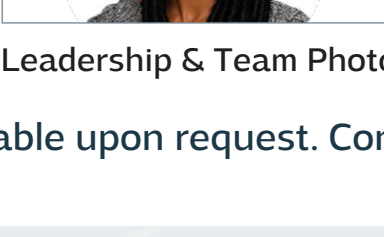
AUDIENCE

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

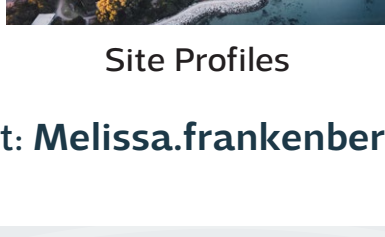
MEDIA ASSETS



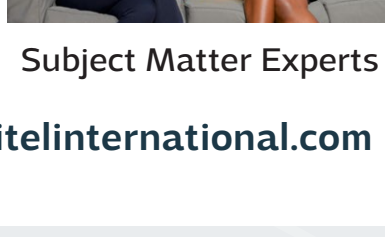
Logos & Branding



Leadership & Team Photos



Site Profiles



Subject Matter Experts

Media Assets are available upon request. Contact: Melissa.frankenberg@itelinternational.com

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.



Boris Espinel
Executive Vice President - Operations
Boris is a driver of organizational change and success. A natural leader, with over 22 years of experience in business process outsourcing, he is "obsessed with setting up and maintaining a joyful work environment."

Ready to tackle any challenge head-on, he has an entrepreneurial mindset that has led to a proven track record of deploying revenue-generating operations across countries and cultures, with the ability to pivot on demand, while still providing strategic vision and decisive action customized to each client.

Boris is bilingual, and speaks several languages, including Spanish, English, and Portuguese. He also has a 18-year tenure with the technology giant, IBM.



Veda Samai
VP of Operational Excellence
Veda brings 10 years of experience in call center operations and management, sales, accounts management and client relationship management. She has taken strategic management approaches to improve the customer experience across multiple sites and lines of business in Jamaica and the USA, within industries such as Banking, Home Services, Telecommunications and Technology.

Some areas she is passionate about in her career include the creation of great business partnerships, with all stakeholders, meeting and exceeding client expectations, employee engagement, leadership development and mentorship and efficiency management.



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 depth 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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