

PAUL STOCKFORD

Paul Stockford is the President and Chief Analyst at Saddletree Research based in Scottsdale, Arizona. Saddletree Research provides focused communications industry research, including analysis of market trends, issues, technologies, and companies in the Contact Center industry with special emphasis on emerging technologies and developing markets.

An industry analyst for the past 19 years, Paul has also done telecommunications research and analysis at Cahners In-Stat Group, Vanguard Communications and Gartner-Dataquest. Paul began his telecommunications career with GTE.

Paul has authored numerous articles on contact centers and related technologies for several industry journals in the U.S. and abroad, and is a frequent speaker at major industry conferences in the U.S., Canada, Europe and Asia. Since 1993 he has authored monthly columns in such magazines as *Call Center*, *Customer Relationship Management (CRM)*, *Customer Interface*, *Voice+ (U.K.)*, *Enterprise Communications* and *Voice Processing*. In addition, he has sat on the Editorial Advisory Boards of several European industry magazines and has served on the advisory boards of a number of industry organizations and events.

Paul is currently an active member of the advisory board of the National Association of Call Centers (NACC) as well as serving as research director for that non-profit organization based at The University of Southern Mississippi. He is a regular contributor to the bi-weekly NACC "In-Queue" newsletter and is directly involved in research activities on behalf of the NACC membership.

Paul graduated *cum laude* from California State University at San Francisco with a BS degree in Marketing and holds an MBA from Santa Clara University.