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# NEWS

FOR IMMEDIATE RELEASE

## **Elizabeth G. Burton named Director of Sales Enablement for Americas International at Avaya, Inc.**

**December 30, 2015.** Elizabeth Burton, CEO of PrimePoint, LLC, has been named by Avaya, Inc. as Director of Sales Enablement for Americas International. As part of the global sales enablement team, Burton will develop, deploy and support processes and tools that improve the organizational effectiveness of field and partner sales teams. In addition, she will work to develop innovative, go-to-market strategies for Avaya's broad portfolio of products and services. Burton will be based in Somerset, KY.

"I am thrilled to be a part of the Avaya team," said Burton. "My focus will be to ensure that sales teams have the processes, training, content and tools they need to be effective in the field, and to communicate solutions that address our customers' pain points. Technology is no longer a luxury to obtain at some point in the future. Customer experience management, networking, and unified communications are now required for businesses to succeed in the marketplace. I have the unique opportunity in this role to help sales account managers become trusted advisors for their clients where they identify the best, most cost-effective and scalable solutions for unique business challenges."

Burton is Founder and Principal Consultant of PrimePoint, LLC. She previously led strategic organizational change efforts for public, private and nonprofit sector organizations across the U.S. Her specialties include Strategic Planning, Sales Planning and Operations, Performance Measurement, Change Management Strategies, Strategic Marketing, and Revenue Generation Strategies. She has provided consulting and training services to staff at major federal government agencies such as the U.S. Department of Homeland Security, U.S. Department of Health and Human Services, U.S. Department of Education, U.S. Department of Commerce, and U.S. Department of Housing and Urban Development. As a Senior Fellow with the Performance Institute and The Council for Nonprofit Innovation in Washington, D.C., Burton regularly served as a keynote speaker and lead consultant/trainer for national audiences on topics such as organizational change, workforce development, process management, project management, grant writing and management, performance measurement, logic modeling, and marketing strategy.

More recently, Burton led a successful company brand transformation for Lifeline Homecare, Inc., a non-medical homecare company serving Kentucky since 1989 and based in Somerset, KY. Prior to her role at Lifeline Homecare, she was Director of Business Development and Public Relations for The Center for Rural Development where she helped develop and implement overall marketing and communications strategies for the organization and its partners, and played a key team role in the development of new projects and services such as website development services, a high-profile dark fiber / broadband project for high-speed internet in Southern and Eastern Kentucky, and a Marriott hotel project currently in process.

As Director of Sales Administration for Polycom, Inc., Burton served on the U.S. public sector leadership team where she led a national team of business development professionals in producing sales growth in government, education and healthcare vertical markets, and created the first trademarked process for grant financing of technology products in the telecommunications industry.

Burton is a graduate of Transylvania University in Lexington, KY and received a Master's Degree in Public Administration from the University of Missouri-Columbia. She resides in Somerset, KY with her husband John and son Eli.

## **About Avaya**

*Avaya is a leading provider of solutions that enable customer and team engagement across multiple channels and devices for better customer experience, increased productivity and enhanced financial performance. Its world-class contact center and unified communications technologies and services are available in a wide variety of flexible on-premises and cloud deployment options that seamlessly integrate with non-Avaya applications. In 2015, Thompson Reuters named Avaya one of the Top 100 innovative companies in Silicon Valley. In addition, Avaya was named to the Top 50 Employers' list in Workforce Diversity for Engineering & IT Professionals.*

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