

## **Knowlagent® Enhances Leadership Team by Adding Director of Best Practices**

*Knowlagent Implements a "Best Practice" of Its Own with Addition of David Amborski*

**ATLANTA -- (April 21, 2005)** -- Knowlagent, the only software solutions provider that guarantees rapid revenue growth from the service channel, today announced the addition of David Amborski as Director of Best Practices. Reporting to Chief Executive Officer Rusty Gordon, Amborski is charged with developing a best practice performance improvement strategy to support client implementation of Knowlagent's patented r7 solution.

Amborski brings to Knowlagent more than 35 years of experience spanning several industries. Most recently he served as a senior vice president of Learning and Organization Effectiveness with Bank of America. Prior to working in the financial sector, he worked with Deloitte Consulting as Director of Performance, Learning and Change Leadership supporting large scale system integrations such as SAP, Peoplesoft, Siebel and Oracle. While at Deloitte, he developed the first e-Learning Services concentration for the consultancy. Amborski has held similar positions with IBM and Union Carbide. He graduated from Western Connecticut State with a bachelor's degree in chemistry. Additionally, he is certified in Lean Enterprise/Six Sigma.

"Our technology solution is certainly crucial to the continuing success of Knowlagent, but equally important is our performance team's ability to provide baked-in best practice solutions, which utilize that technology to help our customers generate unheard of revenue numbers from the service center," said Gordon. "Having David lead this important function within Knowlagent will help to ensure our continued success and certainly the success of our customers. The way I see it, bringing David on board is simply a matter of our company implementing a best-practice of our own."

Knowlagent's r7 solution responds to today's market demand to drive revenue from the service environment. It provides the only complete roadmap for successfully and rapidly driving sales through the service channel with a combination of tools and proven processes that create measurable revenue results in less than 60 days. The r7 solution allows companies to effectively leverage current investments in people, process and technology to solve the most important and pressing challenges that impact the attainment of revenue goals and customer satisfaction results.

### **About Knowlagent**

Knowlagent helps innovative companies create rapid and sustainable sales growth from the service environment. The Knowlagent solution allows customers to generate exceptional sales growth in the service environment, leveraging current investments in service personnel and technologies, and without disrupting critical service levels. Knowlagent is the foundation of sales and service excellence every day for Fortune 500 companies in the financial services, retail, telecommunications and healthcare industries. For more information, call 888-566-9457 or visit [www.knowlagent.com](http://www.knowlagent.com).