

# Genesys appoints Joyce Kim as its new CMO

Genesys has appointed Joyce Kim to its leadership team as a chief marketing officer (CMO), succeeding Merijn te Booij, who has moved to the general manager (GM) role for Genesys's new business unit, employee engagement solutions. Kim will be tasked with overseeing the company's global marketing activities and driving the overall marketing strategy and position Genesys for further growth by building on its market momentum and expanding its partner and developer ecosystem.

Kim has over 20 years of experience in the technology sector, with expertise in data-driven digital marketing and executing go-to-market strategies for software solutions. She was most recently CMO and chief digital officer for Arm, where she oversaw company-wide digital transformation initiatives and also led brands such as Skype and Skype for Business at Microsoft.

"Joyce's successful track record driving growth and delivering results for global technology companies, combined with her technical, creative and strategic acumen, will be instrumental for Genesys as we take our brand to the next level. I can't think of a more exceptional executive than Joyce to help Genesys continue to scale and further advance our leadership in the cloud contact center space," said Genesys chief executive officer, Tony Bates.

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