

## **New Appointment**

**25th September 2017**

**Name:** Jorge Blanco

**Position:** Mexico JPL Country Manager

**Previous role:** Mexico Plantronics Country Manager

JPL Telecom, the UK based headset design and manufacturing company, are delighted to announce the opening of our Mexico office. We are absolutely thrilled to welcome Jorge Blanco onboard, who until recently was Plantronics Country Manager in Mexico and headset specialist for over 12 years.

Jorge, has been working this region since 2005 when he initially joined Plantronics and was, as Country Manager, responsible for Plantronics strategy in Mexico which included B2B, B2C, channel distribution, end user business development, marketing, new product launch, private sector, retail, government, software and communications.

**James Clarke, MD** of JPL Telecom has today said “I have absolutely no doubt in Jorge’s ability in this region and his knowledge of the Latin American market is second to none. Looking at the initial orders and new customer base, we expect JPL Mexico, with Jorge’s help, to become one of our most successful regions within 18 months.”

Mexico represents a significant opportunity for JPL Telecom and is part of our overall strategy to expand into the American region, which includes our forthcoming, Florida based JPL Telecom office.

### **JPL Telecom’s Mission**

“To build an empowered headset channel with strong focus on sales success and margin, by offering competitively priced alternatives compared to the market leaders, that are certified by the UC vendors”.

James Clarke, founder of JPL Telecom.

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