

# CustomerGauge appoints Josh Delisle as Vice President of Worldwide Sales

Experienced SaaS Sales Director will help drive customer acquisition for rapidly growing account success software platform, based in Boston.

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**C**ustomerGauge, a leading cloud-based customer feedback platform, is pleased to announce the appointment of Josh Delisle as Vice President of Sales. Delisle will be responsible for building US sales operations of CustomerGauge and leading worldwide sales acquisitions within both the B2B and B2C market space.

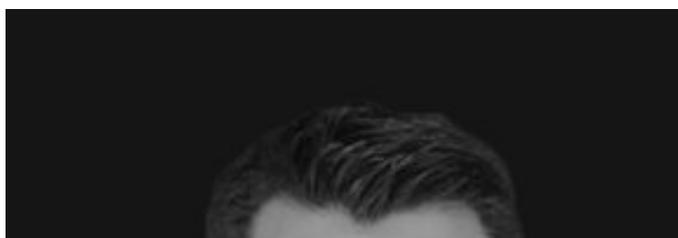
As a sales veteran with over 12 years experience in the field. Delisle drove the worldwide growth and expansion of Dyn's three sales offices in Manchester (New Hampshire, US), Sydney (Australia) and Brighton (UK). Joining Dyn in 2009 as a Business Development Manager, his skill set in SaaS (software-as-a-service) helped him quickly become Director of Sales and later Senior Director of Worldwide Sales. Prior to Dyn, Delisle spent more than four years at both G4 Communications and Cognos, an IBM business intelligence company, in various high visibility sales roles.

"An increasing amount of companies are now positioning customer loyalty as a key component of their growth strategies," said Delisle. "CustomerGauge, with a platform that puts easy to understand customer feedback in companies hands is well positioned for growth. In my new role as the global sales leader, I'm excited to be a part of an organization that is helping companies learn more about their customers to help improve their experience."

Adam Dorrell, CEO CustomerGauge says, "I'm delighted to welcome Josh to lead our global sales team. With his solid professional background in SaaS and technology sales, he brings a level of expertise that will help CustomerGauge pursue its next phase of growth."



IMAGES





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#### ABOUT CUSTOMERGAUGE

CustomerGauge is a software-as-a-service platform that helps clients improve customer experiences. The system automatically measures, analyzes feedback and has close-loop tools to retain customers better, and reduce churn, all based on the industry standard metric Net Promoter® System. Results are published and analyzed in real-time, using a highly customizable and flexible reporting tool, making it suitable for global enterprises.

The company was launched in 2007. Headquartered in Amsterdam (base for all development and marketing), it has offices in Boston and a growing Asia/Pac business. Clients include Electrolux, Philips, WoltersKluwer, AEGON, Ziggo, Tommy Hilfiger, Melitta, H&R Block and Alphabet/BMW.

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**CustomerGauge**

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