

# PRESS RELEASE

(Hoesbach/Germany, February 29, 2008)



## Harald Zapp

### Chief Operating Officer at ASC telecom

Harald Zapp (45) has been working for ASC telecom as Chief Operating Officer and designated Chief Executive Officer since August 2007. He is responsible for all national and international sales and marketing activities of the leading company for innovative solutions that fully record, analyze and qualify communication. Zapp is head of strategic planning and also the management, development and extension of global distribution.



Harald Zapp looks back on more than 25 years of experience of working in the field of information technology and the telecommunication industry. Before taking his position at ASC, he worked in different leading positions at Cisco Systems Germany and also the European management – his last position being Head of Service Provider Central Marketing at Cisco Systems Ltd. in London. Before that, Zapp was head of the marketing team at Cisco Germany. During this time period, he was responsible for communication based on the internet. During the 90s, he introduced Cisco IP phone solutions to the German market.

A photo of Harald Zapp can be downloaded under <http://www.asctelecom.com/german/management.html> or provided by Fink & Fuchs Public Relations.