



Nick Hedges and Paul Ryan named among the “50 Most Influential People in Sales Lead Management”

LOS ANGELES, December 5, 2011 – [Leads360](#), the industry leader in [lead management software](#), today announced the Sales Lead Management Association named Nick Hedges, president and CEO and Paul Ryan, CTO, among the 50 Most Influential People in Sales and Lead Management in 2011.

Hedges joined Leads360 in 2008 as SVP of Business Development and has since held various roles at the company including Head of Sales and Chief Revenue Officer. Hedges was promoted to President and CEO in May, 2011 and has been instrumental in driving the company’s impressive growth. In fact, Leads360 was named a [Deloitte 2011 Technology Fast 500](#) company. The company’s growth has largely been driven by Leads360's transformation from a mortgage-specific lead management software provider to the market leader in integrated consumer lead automation and telephony. Hedges will continue to steer the company as it scales to meet the huge demand for integrated consumer lead management and telephony.

Ryan joined Leads360 as CTO in January 2011 and has been instrumental in expanding Leads360’s technology infrastructure supporting Dial-IQ, the lead management industry’s first intelligent outbound sales dialing platform, which surpassed more than 5 million total sales calls earlier this year, and Leads360 for iPhone, enabling response to sales leads from anywhere. Also in 2011, Ryan spearheaded the effort to adapt the award-winning Leads360 platform to meet the needs of the large number of enterprise-class customers adopting the Leads360 sales management platform. Leads360 is at a pivotal point in its seven-year history and Ryan is poised to lead both the industry and Leads360 in tackling the core technology challenges facing the industry.

To view the complete list visit: <http://www.salesleadmgmtassn.com/50most2011/top-50-sales-lead-management-2011.htm>

About Leads360

Leads360 is the market-leading consumer sales platform, proven to deliver smarter, more efficient sales processes and increased conversion rates for companies that sell to consumers. With unmatched expertise, drawn from managing more than 40 million prospects for more than 10,000 clients, Leads360 is the platform of choice for the largest and most successful consumer-focused sales organizations. Leads360’s Software-as-a-Service (SaaS) solution meets the needs of the most demanding sales organizations, from distributed call centers with thousands of users to highly-focused small businesses

with a handful of users. Whether your prospects are generated online or offline, if you want to turn more prospects into customers, visit Leads360.com.

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