

# SSA Public Relations

15260 Ventura Boulevard  
Suite 1730  
Sherman Oaks, CA 91403  
(818) 907-0500

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## **Sales Portal Names Michael Montgomery As Director Of Sales**

*Montgomery To Manage Sales Portal's Sales and Business Development Team And Increase Company's Market Presence*

### For Immediate Release:

**Mountain View, CA** (November 30, 2011) – Sales Portal, the direct marketing industry's first and only online platform for risk-free real-time lead generation and end-of-call monetization via warm transfers from contact centers, has appointed Michael Montgomery as Director of Sales, effective immediately. Based in the company's San Diego area office, Montgomery will report to Sales Portal's Chief Sales Officer, Steve Nober.

As Director of Sales, Montgomery will be responsible for managing the sales team, increasing market presence and assisting in company's continued industry-wide growth.

Montgomery joins Sales Portal with a distinguished career in lead generation and cost per action advertising having served as Vice President of Sales for REVShare, the industry's largest television Cost Per Action Advertising Network. During his tenure at REVShare, Montgomery was responsible for streamlining processes, increasing revenues and improving the organizations sales training operations. Montgomery also has an extensive Military background and was one of the first troops on the ground during Operation Iraqi Freedom. He was awarded a combat action ribbon and the Navy/Marine Corps commendation medal during Operation Iraqi Freedom. Montgomery studied Business Administration and Management at the University of Maryland. He is an active member of the community and the Make-A-Wish Foundation.

"Michael represents an exciting addition to our company's management team which boasts several industry-recognized senior executives. Highly regarded throughout the direct marketing industry, Michael brings to Sales Portal an immense track record of success in lead generation and cost per action advertising, a vital area of importance to our company and our clients. Possessing a solution-based mentality, Michael is known for going above and beyond for his clients. We look forward to benefiting from Michael's expansive expertise as we join together to make Sales Portal the industry's ubiquitous platform for product marketing, monetization and revenue enhancement," said Nober.

(more)

**About Sales Portal:**

Sales Portal is the online marketplace where enterprises with contact centers easily monetize their call traffic and generate the maximum amount of incremental revenue. Advertisers bid against each other for the contact centers' end-of-call warm transfers and Sales Portal determines the most relevant and highest-bidding pre-approved advertiser and links the two parties to enable the delivery of pay-per-call phone leads. Winner of the 2010 Direct Marketing Association People's Choice Innovation Award, Sales Portal's breakthrough patent-pending technology delivers real-time analytics that offer the metrics contact centers and marketers/advertisers need to maximize revenues.

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Contact: SSA Public Relations  
Steve Syatt / [ssyatt@ssapr.com](mailto:ssyatt@ssapr.com)  
(818) 907-0500