

2010 Media Kit

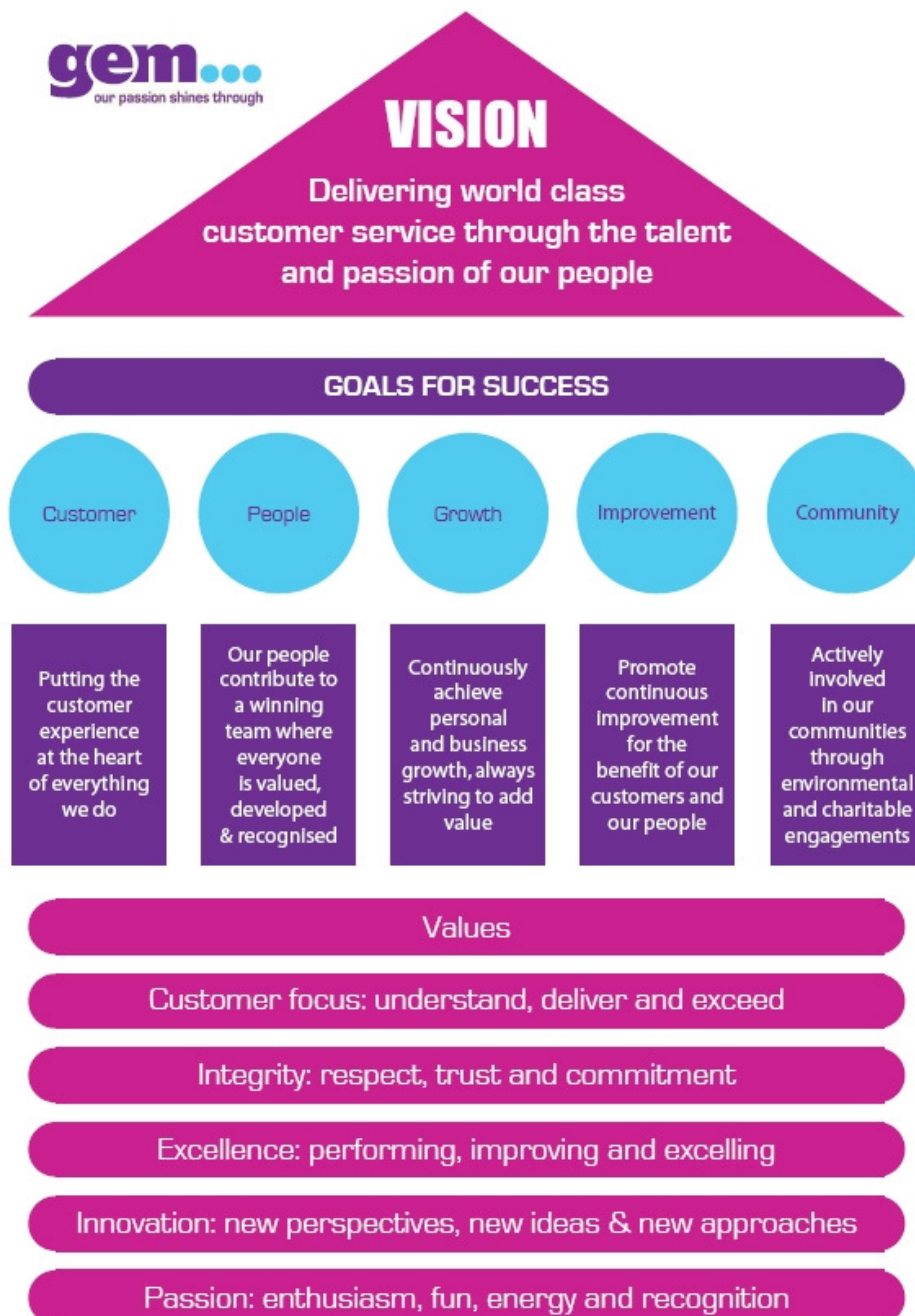
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Mission Statement

gem's vision is delivering world class customer service through the talent and passion of our people. This is delivered through gem's goals for success and values, as demonstrated below:



Management Team Profiles

The Management Team at gem brings together a vast range of experience from previous roles within various industry sectors. This amalgamation of skills and expertise enables the Team to implement an integrated approach across all departments.

This results in the effective delivery of a first class service from a company which is truly unique, benefiting staff, clients and their customers.

Philip Cassidy, Chief Executive Officer

Philip Cassidy is Chief Executive Officer and co-founder gem. Prior to this his career spans the news media, telephony and communications sectors.

Philip is a Fellow of the Chartered Association of Certified Accountants and holds a Master of Science degree in Computer Science and Applications as well as a Bachelor of Science degree in Economics from Queen's University Belfast. He is currently a non executive Director of Young Enterprise Northern Ireland, an organisation set up to provide the opportunity for every school leaver to achieve basic economic literacy. Philip was a finalist in the Ernst and Young Entrepreneur of the Year 2007 and is a member of the Institute of Directors.

Jeremy Cheetham, Chief Financial Officer

Jeremy was previously a Senior Manager with PricewaterhouseCoopers in Manchester, responsible for managing the audit, financial reporting and specialist advisory requirements of a diverse portfolio of major public and private companies, drawn from industrial, commercial, media, retail and consumer product sectors in the UK.

Jeremy is a Member of the Institute of Chartered Accountants in England & Wales, and trained as a chartered accountant with Coopers & Lybrand. He holds a Bachelor of Arts degree in Accounting and Finance from Leeds Polytechnic.

Anita Acheson, Human Resources Director

Anita joined gem as Human Resources Director in June 2000. Prior to this, she worked in a variety of industries with responsibility for HR strategy, recruitment, training and development, industrial relations and total quality management.

Anita is a graduate of the Institute of Personnel Management and holds a Diploma in Personnel Management from the University of Strathclyde, Scotland as well as a Bachelor of Science degree in Human Communication from the University of Ulster.

Geraldine Fusciardi, Sales and Marketing Director

Geraldine has almost 20 years international experience in Sales and Marketing within the IT technology and service sectors. She is responsible for gem's sales and marketing strategy and the delivery of profitable new business.

Geraldine holds an Honours Degree in Computer Studies and Operational Research from Queen's University, Belfast and an MBA from Warwick University, Coventry.

Jonathan Wilson, Account Director

Jonathan joined gem in November 2004 after five years living and working in the USA. Holding a Masters degree in Geography from the University of Glasgow, Jonathan brings to gem 10 years experience in the service sector. Starting his career as a Technical Support Representative for a leading US data provider Jonathan developed into a senior project management role working with clients in the financial, retail and technology sectors.

On his return to Northern Ireland he delivered the roll-out of a customer experience programme for a major high street bank. Since joining gem Jonathan's work has included the implementation of a pan-European Customer Service solution for a global technology brand. Jonathan currently leads the Project Management Team and is responsible for building and maintaining strategic client relations within gem's key accounts.

Sarah McKay, Business Director

Sarah has worked in the call centre industry for 11 years having completed a law degree at Queens University, Belfast and joined gem as a business director in June 2006. Prior to this she began her career within an insourced sales operation, progressing to managing outsourced sales and service operations within the media, financial, telecoms, tech support and government sectors.

Julie Wilson, Business Director

Julie Wilson is Business Director at gem and has been with gem for 5 years. Prior to this her career spans the Financial Services, telecommunications and media sectors.

Julie set up and managed her first call centre in 1991 in Glasgow and has been involved in insourcing and outsourcing contact centres ever since.

Company Background

gem was established in Belfast in 2000 following Philip Cassidy's identification of a global market opportunity for the provision of outsourced email handling services. It is now one of Europe's leading independent providers of outsourced contact centre serviced across email, telephone, SMS, and live chat in 26 languages.

Since its inception, the business has grown to more than 1000 employees with four offices - two in Belfast, one in Derry, Northern Ireland and one in Debrecen, Hungary. gem is recognised nationally and internationally as a leading developer of best practice in contact centres.

When founded, gem was originally designed to fill a gap in the market for the provision of an outsourced email handling service – essentially an email 'call centre'. Since then, the company has expanded to provide services including customer care, technical support and sales to back office processing. In addition to delivering multi-channel, multi-lingual contact services to its client base, gem captures critical customer and staff feedback and uses this unique insight to consult on enhancing a client's brand.

Exports account for 98% of gem's business, which includes 38% to the US, 38% to the UK and 15% to mainland Europe.

With a client base focused on media, e-commerce, travel, hi-tech and government sectors, current customers include Cisco Systems, King.com, Match.com, Microsoft, Play.com and Channel 4 Television.

Our Locations

gem Belfast – Lanyon Place (Registered Office)

9 Lanyon Place, Belfast, BT1 3LP

Tel: +44 (0) 28 9022 7777

Fax: +44 (0) 28 9022 7780

Email: info@the-gem.com

gem Belfast – Lesley Exchange (Recruitment Office)

Lesley Exchange 2, 22 East Bridge Street, Belfast, BT1 3NP

Tel: +44 (0) 28 9092 1717

Fax: +44 (0) 28 9022 7780

Email: jobs@the-gem.com

gem Londonderry

Claremont International Business Centre, 40 Northland Road, Londonderry, BT48 7NQ

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Fax: +44 (0) 28 9022 7780

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gem Debrecen

Building 2, Ground Floor, Vagohid utca 2, 4034 Debrecen, Hungary

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Further Information

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