

SMS/800, Inc. Expands Executive Management Team

Leading technology company appoints Chief Executive Officer and Chief Technology Officer.

New York, NY ([PRWEB](#)) August 14, 2012 -- SMS/800, Inc., the centralized database management system for the toll-free number industry in the U.S. and Canada, announced that William Carter has joined the company as chief technology officer. This announcement follows the recent appointment of Thomas FitzGerald as chief executive officer. SMS/800, Inc. retained Raines International Inc., one of the country's leading search firms, to conduct the searches.

“After an extensive process, our board decided that Tom and William were the best executives to lead the company,” said Gary Sagnella, speaking on behalf of the SMS/800 board of directors. “With Tom’s experience establishing and leading teams within innovative organizations, and William’s ability to design and implement a forward-looking technology platform, we are confident that SMS/800 has the management expertise to lead the industry.”

As chief technology officer, Carter will be responsible for the development and implementation of the company’s technology strategy and architecture, building upon the existing platform and information technology vendor base while aligning with SMS/800’s broader business objectives. Reporting directly to FitzGerald, Carter brings more than 20 years of experience in operations and engineering, most recently serving as senior vice president of global operations, engineering and software for PTGi. Well-versed in the telecommunications industry, he developed PTGi’s network and systems strategy, and managed the technology merger through the company’s acquisition of his previous firm, Arbinet. Carter began his career at MCI Telecommunications and previously held network management and operations roles at Cable & Wireless and Premier Technologies.

FitzGerald, who joined SMS/800 as CEO on March 5, is responsible for leading the company, building the SMS/800 team and positioning it for growth. He reports to the company’s board of directors. With more than 25 years of experience in the telecommunications industry, FitzGerald has served in a variety of project management, operations, sales and general management roles, most recently as vice president and general manager of Frontier Communications. At Frontier, FitzGerald was responsible for \$500 million in company operations and expanded the company’s National Network Operations Center, a task he previously accomplished at PAETEC Communications. FitzGerald began his career as director of telecommunications for the City of Boston.

Commenting on his future plans for the company, FitzGerald said, “SMS/800 users will notice an enhanced level of service, improved access, and new products to complement the 800 community’s needs.”

About SMS/800, Inc.

SMS/800, Inc. is the leading centralization system for the toll-free number industry in the U.S. and Canada. The company verifies the availability of specific numbers, reserves them, creates customer records and downloads records to local exchange carrier Service Control Points (SCPs) to facilitate call processing. SMS/800, Inc. services both Responsible Organizations – service providers or third parties – and SCP owners and operators within Local Exchange Companies. For more information about the company, please visit <http://www.SMS800.com>.



About Raines International Inc.

Founded in 1969, Raines International Inc. is one of the country's preeminent retained executive search firms with expertise in a range of industry sectors and functional areas. Specialty Practice Areas include: Sales & Marketing, Finance, Operations, Strategy & Business Development and Diversity. The firm's client base includes some of the world's best performing companies, leading private equity firms and global not-for-profit organizations. The firm is a longstanding member of the Association of Executive Search Consultants (AESC) as well as the International Association for Corporate and Professional Recruitment (IACPR). For more information about the firm, please visit <http://www.rainesinternational.com>



Contact Information

Gina Perini

SMS/800, Inc.

<http://www.sms800.com>

1-888-767-3300

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