



## **NEWS RELEASE**

FOR IMMEDIATE RELEASE

November 22, 2022

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## **Avantive Solutions Opens New Contact Center in El Paso, Texas**

*The company is proud to bring employment opportunities and its culture of giving back to the local community*

El Paso, Texas, Nov. 22, 2022 -- Avantive Solutions, a global digital transformation leader specializing in innovative customer experience (CX) and strategic sales solutions, today announced it has opened a new contact center location in El Paso, Texas, and graduated its first class of customer service representatives.

Avantive chose the location because it is a well-established bilingual and multicultural community that offers a deep talent pool of diverse and experienced candidates that will aid in recruitment. The company will hire at least 150 agents and leadership positions through the end of the year and beyond as it expands one of its premier healthcare clients. Under the leadership of Site Director Gesuina Setzu, the center will primarily focus on inbound customer service positions, but there are additional opportunities with their diverse client pool for programs moving through 2023.

"El Paso is an amazing area with a rich cultural history and dedicated people which aligns well with Avantive and our company values," said Setzu. "We're able to offer the community competitive wages and benefits, a fun and collaborative work environment, and a purpose-driven culture that focuses on giving back. I have no doubt we will be an employer of choice here like our other locations."

Setzu brings more than 20 years of industry experience in client services, customer service, operations, sales, management, and more. She has worked with many Fortune 500 companies in addition to being a small business owner. She earned a Bachelor of Business Administration Degree from The University of Texas at El Paso.

Avantive is headquartered in Tulsa, OK, with multiple centers around the globe. It has seen impressive growth and client expansion in the last year resulting in the addition of their new offices in Mexico City, Mexico, and now El Paso. Both centers are part of a strategic and long-term expansion plan to operate in geographically diverse areas both domestically and globally.

“Our goal is to find locations that enable us to build teams with world-class talent and in return deliver exceptional results for our clients. The people of El Paso made this a natural fit,” said Frank Pettinato, CEO of Avantive Solutions. “I look forward to developing our new team here and giving back to the community. Making a difference where we live and operate is at the heart of who we are as a company.”

Avantive is a purpose-driven company with a focus on supporting its people and the community. In 2020, its employees founded a 501c3 non-profit organization, RealPurpose.org, as a way to expand their impact. Since that time, the charity has been able to give back to countless other nonprofits and individuals who were in urgent need of support.

To learn more about Avantive Solutions’ innovative approach to customer care, or to view the open positions available in your area, please visit [www.AvantiveSolutions.com](http://www.AvantiveSolutions.com).

### **About Avantive Solutions**

Avantive Solutions, founded in 1988, is a purpose-driven, global digital transformation leader specializing in designing, building, and delivering innovative customer experience (CX), strategic sales, and leads solutions. The Company’s enterprise-centric technology solutions provide actionable insights and drive desired outcomes through advanced data analytics, artificial intelligence (AI), and machine learning (ML) platforms. Avantive Solutions partners with the world's most recognized brands in healthcare and life sciences, financial technology (fintech), communications and media, and energy. To learn more about how Avantive Solutions is bringing purpose to the customer experience, visit [AvantiveSolutions.com](http://AvantiveSolutions.com).

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