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Avantive Solutions Welcomes New Senior Human Resources Director

Seasoned HR leader to oversee the company's recruitment and employee development programs

Tulsa, Okla., October 6, 2022 -- Avantive Solutions, a global digital transformation leader specializing in innovative customer experience (CX), strategic sales, and digital marketing solutions, today announced that Julie Via has joined the company as Senior Human Resources Director at the corporate headquarters in Tulsa, Oklahoma.

Via comes to Avantive with more than 20 years of human resources (HR) experience as a strategic business partner to executive teams and business unit managers. She is a certified Senior Professional in Human Resources (SPHR & SHRM-SCP) with a BA in Communications from San Diego State University and an MA in Organizational Management from Antioch University – Los Angeles. She previously worked for companies such as Energy Products, Inc., FlyingTee, Warehouse Specialists, and Lowe's. In addition to traditional HR services and recruitment, Julie has expertise in training, diversity and inclusion, regulatory compliance, and leadership development.

"I'm very enthusiastic about the opportunity to help Avantive Solutions grow and maintain their position as an employer of choice. I value teamwork and have a passion for empowering people so I believe that together, we will continue to make this an inclusive and fun environment where everyone feels supported and finds value in their role," said Via.

In her new position, Via will be responsible for implementing HR strategies that support the organization's purpose-driven culture, expansion plans, and engage their team members across level and location.

Avantive Solutions' seat count expansion is fueled by client growth and new account opportunities. The HR team will be welcoming more than 500 new full-time and seasonal employees in Tulsa, with continued growth into 2023. There will be several customer experience job opportunities for interested candidates including inbound customer care, inbound sales, and outbound sales roles.

“We’re experiencing tremendous growth because of our commitment to innovation but that needs to be supported with the very best talent. I’m confident that Julie will help us fill open positions in Tulsa and meet hiring goals with candidates that are both talented and a good cultural fit.” Frank Pettinato, CEO of Avantive Solutions. “She brings a high level of energy and a dynamic personality that will fit perfectly with our collaborative environment and purpose-driven culture. We’re excited to have her on board.”

To learn more about Avantive Solutions’ innovative approach to customer care, or to view the open positions available, please visit 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 digital marketing and leads solutions. The Company’s enterprise-centric digital transformation solutions provide actionable insights and drives desired outcomes through advanced data analytics, artificial intelligence (AI), and machine learning 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.

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