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RECRUITMENT INTERNATIONAL

NGA.NET names vice president of product marketing

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NGA.NET, delivering talent acquisition and management solutions to optimise workforce performance, has announced Joe Abusamra as Vice President of Product Marketing, where he will be tasked with developing and overseeing product messaging, increasing brand visibility and driving growth campaigns as the company continues to expand.

Abusamra will leverage his marketing expertise, technical knowledge and communication skills to separate NGA.NET from its competitors, while increasing revenue and market share.

"When it comes to managing the workforce, more organisations are beginning to understand the value of taking an analytic-based approach to talent management. At NGA.NET, delivering analytical insights that improve federal workforce management is central to our mission as a company," said Mike Giuffrida, co-founder and CEO of NGA.NET.

"Under Joe's guidance, NGA.NET will continue to build industry brand recognition and further separate itself as the de-facto leader in the workforce management industry by implementing strategic initiatives that highlight our position as an innovator in talent acquisition and talent management solutions."

Abusamra comes to NGA.NET with over 25 years of experience in product marketing, product management and corporate marketing, with a focus on B2B, in enterprise and SMB markets. Prior to joining NGA.NET, Abusamra was Vice President of Marketing/Operations at Raxco Software, where he led the company to worldwide recognition in the performance and storage management space. Previously, he held management positions at Sterling Software, Software AG, Stanford Telecom.