Avaya takes on cloud rivals with the creation of Avaya Cloud-- a new organisation focused on driving cloud products and services led by SVP and general manager Mercer Rowe.




Rowe is a former VP of strategic partners for the Intel cloud and Watson platforms. He is also the founder and former CEO of VMware vCloud Service, the SoftBank joint venture delivering cloud services in Japan, and incubated the VMware cloud service business. Prior to that he spent a decade with cloud-powered startups in enterprise software and service provider spaces.

At Avaya Cloud Rowe will take care of public, private and hybrid cloud offers, including cloud R&D, application development and services, and sales for the newly organised unit.

"Mercer brings a wealth of knowledge that will help us expand our business in the cloud, which is critical to our growth," Avaya says. "By creating a business solely focused on cloud products and services, and with Mercer's leadership, we will accelerate the delivery of cloud solutions that meet the growing needs of our customers and partners."

Go Avaya Names Mercer Rowe to Lead New Cloud Business