

## **Exhibit B**

### Biographies of Key Personnel

**Paul Jarman**  
**Chief Executive Officer**

Paul Jarman is the CEO and strategic visionary of inContact. One of the pioneers of the cloud movement, Paul was instrumental in guiding the company from its roots in telecommunications to its strategic offering of cloud-based contact center solutions. By recognizing that the cloud is one of the most significant technology trends that the software market has ever experienced, he paved the way for a new cycle of corporate growth. inContact is now recognized as the leader of cloud-based contact center solutions, commanding a growing share in the estimated \$8 billion contact center market.

Paul has been a part of every major enhancement the company has made since 1997, as one of the longest tenured employees of the company. As part of the company's strategic shift to a contact center software provider, Paul spearheaded four software acquisitions and two telephony acquisitions. He led inContact's successful addition to the NASDAQ and under his leadership, the company has experienced strong compound annual growth rate in software revenues over the past three years. In support of the revenue growth, Paul has been instrumental in securing significant channel partnerships and growing the sales team to meet market demand.

Under his leadership, inContact expanded its geographic borders to Asia-Pacific and Europe, entering each market successfully with significant sales closures. He has also championed significant product enhancements, by pragmatically funding R&D efforts and supporting strategic technology partnerships to support growth, as well as present and future customer needs.

Named 2010 CEO of the Year by Utah Business Magazine, Paul has built a service driven business focused around both customers and employees, resulting in a strong corporate culture with high retention rates of both groups. Prior to joining inContact, Paul was an executive with HealthRider, Inc. Paul holds a Bachelor of Science degree in Accounting from the University of Utah.

**Gregory Ayers**  
**Executive Vice President and Chief Financial Officer**

Gregory Ayers is responsible for the company's finance organization as Chief Financial Officer and brings to the role more than 27 years of experience in corporate finance, investor relations, strategic business operations and compliance at both private and publicly held companies. Greg has driven the inContact finance function in a number of key accomplishments, which were recognized when he was named Utah Business CFO of the Year in 2010.

Greg drove the company's refinancing and expansion of the existing revolving debt facility, while also obtaining an additional \$5.5 million in capital equipment financing, and \$32.3 million in equity capital, all of which significantly enhanced the company balance sheet. He's managed the business to positive EBITDAS for ten quarters, and significantly expanded the number of key financial analysts covering inContact, yielding positive ratings and increased strategic coverage of the company in the financial community. Greg's efforts have significantly advanced the stock, and resulted in strong "buy" ratings from analysts.

Prior to inContact, Greg was CFO at Zars Pharma, a specialty pharmaceutical company. While in the position, Greg established the company's financial and operational infrastructure, led investor relations outreach and negotiated significant license agreements with partners.

Earlier in his career, as CFO for TopTier Software (subsequently SAP Portals, Inc.), Greg drove the \$400 million sale of the company to SAP AG. He also managed growth from \$10 million to \$170 million in revenue, and guided the sales organization on software revenue recognition issues to maximize growth.

Greg has held other CFO and financial leadership positions at Intransa, Inc., OccuLogix, UroQuest Medical Corporation, Tunstall Consulting, Inc. and KPMG. Greg received his Bachelor of Business Administration in Accounting from Stetson University and is a Certified Public Accountant (inactive status).

**Bill Robinson**  
**Executive Vice President of Worldwide Sales**

Bill Robinson is the Executive Vice President of Worldwide Sales at inContact, leading the global sales and partner channel teams for the company. Bill is responsible for growing the company's global cloud footprint through direct sales as well as indirect channels, including Siemens Enterprise Communications and Verizon Business.

Bill brings a long history of successfully driving enterprise software sales upstream, and executing on evolving go-to-market strategies including Vice President of North America Sales at business intelligence pioneer Business Objects, where he was responsible for more than 250 direct and channel sales people.

After Business Objects, Bill was Senior Vice President of Worldwide Field Operations for Witness Systems, where he lead a team of more than 200 and approximately tripled sales in 3 years, positioning the company for a \$1 billion merger with Verint Systems. Additionally, he served as Vice President of the Americas for open source content management provider Alfresco Software, where he doubled the customer base in less than one year.

**Mariann McDonagh**  
**Chief Marketing Officer**

Mariann McDonagh is responsible for brand strategy, demand generation and channel marketing and development at inContact. She is a strategic, focused leader who doesn't rest on her laurels – in just over a year as the Chief Marketing Officer at inContact, Mariann has significantly changed the competitive contact center marketplace, firmly establishing inContact as the leading brand in the market.

Mariann has strategically and pragmatically evolved the inContact marketing approach, including driving forward a compelling and differentiated messaging and positioning strategy. The innovative marketing campaigns and programs she has driven have resulted in increased awareness of the inContact brand and a more than 100% increase in lead flow and a significant increase in the overall value of the inContact stock.



Additionally, Mariann has revitalized alternative routes to market, taking a highly innovative approach with existing partners and developing new, highly influential channels. She has also been instrumental in dovetailing sales and technology partner strategies to mutually benefit the customer experience, and has dramatically increased the growth in partner-sourced opportunities.

Prior to inContact, Mariann was Senior Vice President of corporate marketing and investor relations for Xtralis, where she led growth strategy for this early threat detection leader. Before Xtralis, she served for more than six years as Senior Vice President of corporate marketing for Verint Systems, where her leadership was instrumental in their explosive growth from \$150 million to \$650 million of revenue in just five years. She played a significant role in the company's 2006 IPO and nine successful acquisitions. Mariann's 25 year career in high-tech and software marketing also includes tenures with CMP Media, Computer Associates and Cheyenne Software.

Mariann has a Bachelor of Arts in English Literature from the University of Virginia. She is also a member of Women in Security (WISE), National Association of Female Executives, CMO Council and is the Chairman and Founder of the Greater New York Marketing Executives Council. Mariann is also a frequent contributor to the inContact blog and leading contact center industry publications.

#### **Julian Critchfield**

##### **EVP, Chief Technology Officer and Chief Security Officer**

Julian Critchfield is Executive Vice President and Chief Technology Officer at inContact and is responsible for the company's technology strategy, product research and development and cloud operations. With over 26 years of experience, Julian has a strong track record in cloud software development and customer-driven innovation. Most recently Julian has been at GE Healthcare, where he served as Global CTO and General Manager of Specialty Solutions, responsible for more than 700 people and more than \$900 million in revenue. Prior to GE Healthcare, Julian was Executive Vice President of Development at Micro Focus International, where he was responsible for global development of all products as well as customer care engineering. Critchfield also spent more than 5 years at Oracle, as Vice President of the company's Fusion Middleware Division, where he was responsible for development, implementation and support of global enterprise cloud implementations. In that role, Julian managed 1000 developers and technical teams across multiple geographies. He holds a BS degree in Computer Science from Brigham Young University and an MBA from California Coast University.

#### **Jeff Canter**

##### **Senior Vice President of Services**

Jeff Canter serves as Senior Vice President of Services for inContact, where he leads Professional Services and Technical Support. Prior to inContact, Jeff was Chief Executive Officer and one of the founders of Uptivity, where he helped grow the business more than 150% in 10 years, leading to the company's successful sales to inContact.

Prior to co-founding Uptivity, Jeff built his extensive knowledge of the contact center industry while working as a senior software engineer for a large outsourcer, where he architected and launched the organization's key software infrastructure, including several critical voice and data applications. Jeff received a Bachelor of Arts degree in Computer Science from Capital University.

**Daniel Lloyd**  
**Corporate General Counsel and Corporate Secretary**

Daniel Lloyd is the Corporate General Counsel at inContact. He is a business-oriented legal executive with more than 20 years of corporate legal experience. Dan also has significant experience as an officer for growth-stage technology companies. At inContact, he is responsible for corporate governance, international transactions, commercial agreements, intellectual property, and other related legal matters.

Previously Dan was Legal Counsel at PROS Holdings, a software solutions provider. He has also previously served as Senior Counsel for SunTrust Banks and EnterBridge Technologies and as Senior Commercial Counsel for Research In Motion Limited. Dan holds a Juris Doctor degree from University of Virginia School of Law, a Bachelor of Science degree in Accounting, and a Bachelor of Arts degree in Economics from the University of Utah.

**Durinda Biesman**  
**Senior Vice President, Global Service Delivery**

Durinda Biesman serves as the Senior Vice President of Global Service Delivery. Durinda brings to the role a passion to make every customer interaction the best experience possible. She manages all aspects of the client relationship and oversees service strategy. Durinda has extensive experience in customer support and has worked more than ten years in senior-level global customer support and operations management roles primarily for technology companies.

Prior to inContact, Durinda was Director of the Global Storage Technical Solutions Center at Sun Microsystems. There she directed the global storage operations team that supported the remote technical customer service delivery organization. She developed customer experience metrics, assumed responsibility for customer escalations, partner relationship management, process improvement and service delivery cost reductions.

Before Sun Microsystems, Durinda was Director of Global Services and Technical Excellence Center at StorageTek. Durinda managed the Remote Technical Services organization for the Americas region, which included 190 employees.