

**20 December 2023**

**Geoff Burt appointed as new Head of Sales and Customer Success.**

Vital is delighted to announce the promotion of Geoff Burt to Head of Sales and Customer Success. Geoff brings a wealth of experience in telecommunications and sales, having worked on both the customer and supplier side of the IT industry. His background includes extensive experience in broadcasting and the NZ Police, where he successfully managed large, complex design, procurement, and implementation programmes for critical projects in emergency services.

With over 20 years of experience in sales, Geoff most recently served as the Government Group Sales Lead at Spark New Zealand. Amongst his recent achievements, Geoff ran the response, strategy, and planning for Spark's successful engagement to provide LTE services for the NGCC/PSN. He set the strategy for a joint bid to best meet the needs of emergency services in New Zealand.

Geoff's professional journey encompasses diverse roles, from installing TV transmitters on remote hilltops to designing radio and data networks for NZ Police. He has also excelled in managing complex customer engagement strategies and exploring how businesses can transition to cloud-based services for improved connectivity and business processes.

He has built and managed successful sales teams and understands the important role Vital plays in delivering mission critical networks for essential service providers and emergency services in New Zealand. Geoff looks forward to developing plans to fully leverage the exceptional nationwide presence, business solutions, and asset holdings that Vital possess. These will be invaluable to support emergency service networks and as businesses evolve their 5G requirements.

Geoff will join the Vital leadership team and his unique set of skills, along with his excellent people management and enthusiasm, will develop the sales team as Vital seeks to leverage its investments made over the last few years.

Geoff commences this new position on Thursday 21 December 2023.

For further information please contact:

Jason Bull  
CEO  
[jbull@vital.co.nz](mailto:jbull@vital.co.nz)

ENDS