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PBN Q&A

Silveira named marketing head at NetCenergy

Diane Silveira has been named sales and marketing coordinator at NetCenergy. She will oversee client communications and scheduling of sales professionals for a growing client base. Silveira served in a similar capacity for the American Red Cross. She also spent three years working for the Pawtucket Red Sox baseball club as director of ticket operations. She has a B.A. in business administration and marketing from Stonehill College.



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PBN: How would you introduce NetCenergy to a business that could use your services, but is not familiar with the company?

SILVEIRA: We provide information technology solutions to help our clients maximize efficiencies for IT and minimize downtime. Whether on-site or remotely, we provide computer network, design, installation and support to clients in industries including health care, banking and finance, sports and entertainment, often addressing critical compliance issues.

PBN: NetCenergy has some big client names on its roster - does the company provide any pro bono work or donate time to charitable or nonprofit organizations?

SILVEIRA: We are committed to giving back to the community by sharing our time and expertise in charitable and civic endeavors where we can make a difference. NetCenergy has developed a special relationship with two local nonprofit organizations: The Make-A-Wish Foundation of Rhode Island, which grants wishes to children with life-threatening illnesses, and the San Miguel School, a parochial middle school in Providence for those in need with special emphasis on boys from challenging circumstances. We are devoted to supporting the technology infrastructure of these two groups, and ultimately, their unswerving philanthropic missions.

PBN: What are the differences in customer-service role at a sports and entertainment entity and a technology-centric, business-to-business setting?

SILVEIRA: The two different focuses of business-to-consumer and business-to-business bring with them many of the same challenges. The ultimate goal is to satisfy a need for a customer. Whether that need is entertainment at the PawSox or an IT solution from NetCenergy, the customer has to be the focal point. In both roles, I strive to meet that need efficiently, effectively and affordably. •

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