

FRISCO, Texas--([BUSINESS WIRE](#))-- [GENBAND](#) , a leading developer of multimedia and cloud communications solutions, today announced that Chief Marketing Officer [Brad Bush](#) was a recipient of the [2014 WebRTC Pioneer Awards](#) . The awards, sponsored by TMC, Systemwide Media and PKE Consulting, recognize a select group of individuals for their visionary contributions to the rapid growth of [WebRTC](#) , the browser-to-browser communications technology being used in innovative business applications for improved customer service and collaboration.

“I have been in the telecom industry for more than 20 years and have never been as excited about a technology as I am about the disruptive possibilities that WebRTC offers,” said Mr. Bush. “I am extremely honored to be a recipient of the 2014 WebRTC Pioneer Award and look forward to working with others in the industry to help bring to fruition the promises of WebRTC. [Real Time Communications](#) will be key to the ‘Human Contextual Moment’ or creating more human digital moments that will dramatically improve the communications experience.”

The WebRTC Pioneer Awards recognize the people that have been driving WebRTC and the webification of communications. Each of the Pioneers has made a unique contribution to the growth and evolution of WebRTC.

“Brad is a true leader in the WebRTC movement, standing at forefront of innovation,” said Dave Rodriguez, President at TMC. “This award is a reflection of all his hard work and vision. On behalf of the entire WebRTC World and WebRTC Conference & Expo teams, I want to extend my gratitude for all Brad has done for the WebRTC industry.”

About GENBAND

FROM THE CORE TO THE EDGE TO THE EXPERIENCE™, GENBAND is a global leader in smart networking solutions for service providers and enterprises in over 80 countries. The company’s technology improves IP networks by making them more scalable, secure, profitable and efficient. GENBAND’s market-leading technology supports

multimedia voice, data and video sessions and fixed-mobile unified communications applications that scale on public and private networks. With a flexible, cloud-ready platform, GENBAND's IMS, edge and application solutions help its customers compete effectively by increasing revenues, improving profitability, and attracting and retaining customers. To learn more, visit us on the web at www.GENBAND.com

.

GENBAND, the GENBAND logo and icon are trademarks of GENBAND.

[Read more](#)