

## Demonstrated Experience

*This form requires information about Applicant's demonstrated experience in the provisioning of Broadband across the State of Iowa. Applicant shall include relevant information about their experience that has prepared them to deploy their proposed Project, such as, for example community partnerships and service; number of years in business; number of years' experience provide the types of services sought by this NOFA; if the Applicant is a relatively new provider/market entrant an explanation of the benefits, if any of being a newer provider. Market entrant; or the level of technical experience in providing the types of services sought by this NOFA.*

OmniTel Communications (OmniTel) has an extensive history of fiber network builds, broadband project success and implementation. The specific broadband project team experience, which is most relevant to the proposed project, is as follows:

OmniTel Communications was awarded 2 state Broadband Grants and has successfully completed 100% of both projects.

- **Grant #367423** Rural Broadband Adoption project is 100% complete. This project provided 31 customers the ability to get service or increase to broadband service in rural areas of the territory.
- **Grant #367572** Rural Broadband FTTH. This project is 100% complete and provided service ability to 14 rural residents where 9 of those residents currently have service today. This area was rural and high cost but allowed us to service new underserved customers.

The resumes of key OmniTel management and team members are included to provide further evidence of OmniTel's ability to successfully implement the proposed OmniTel's North Iowa Rural FTTH Project.

OmniTel is a financially viable organization with the capability to meet all financial requirements outlined in this project. OmniTel has a history of continued business success and meeting financial obligations within the communities it serves.

The specific broadband project team experience, which is most relevant to the proposed project, is as follows:

**Management Team Member Name**

Ron Laudner, President and CEO

**Project/Work Experience Name/Title**

FTTH/FTTB, State Broadband Grants & FTTH/FTTB (ARRA/BIP)

**Project/Work Term: YEARS**

12 Years

**Size of Project USD\$**

\$38MM

**Project/Work Experience to Proposed Project**

Understating the importance to provide broadband to critical infrastructures as well as business and residential subscribers in rural Iowa. FTTH/FTTB planning and implementation of plans.

**Duties and Responsibilities Relating to the Listed Project and Work Experience on FTTH/FTTB**

Complete oversight and final decision making on technology, deployment, and overall project flow strategy. Complete oversight and growth on hiring personnel to facilitate project and project resources.

**Project/Work Description & Similarity to Proposed Iowa Broadband Grant Project**

The project work experience to previous and ongoing FTTH/FTTB builds have been on-time, shovel ready, and according to specifications.

---

**Management Team Member Name**

Josh Hveem, COO

**Project/Work Experience Name/Title**

FTTH/FTTB, State Broadband Grants & FTTH/FTTB (ARRA/BIP)

**Project/Work Term: YEARS**

12 Years

**Size of Project USD\$**

\$38MM

**Project/Work Experience to Proposed Project**

Understating the importance to provide broadband to critical infrastructures as well as business and residential subscribers in rural Iowa. FTTH/FTTB planning and implementation of plans.

**Duties and Responsibilities Relating to the Listed Project and Work Experience on FTTH/FTTB**

Duties and responsibilities included the complete coordination across all channels in the extensive data collection, forecasting, financial modeling, mapping, engineering, pricing, marketing, advertising, location identification, qualification of location, pre-scoring, community support, job creation and excitement, as well as deadline and financial responsibilities being met to the highest of standards.

**Project/Work Description and Similarity to Proposed Iowa Broadband Grant Project**

The project work description and similarity to the proposed project relates to the facilitation of large-scale projects and how those projects are managed and implemented. The understanding of entering new territories directly relates to the Iowa Cares Act Broadband project and the need for more broadband in rural America. The experienced teams related FTTH/FTTB projects and industry experience in delivering the service are key.

---

**Management Team Member Name**

Deb Ward, Director of Corporate Operations

**Project/Work Experience Name/Title**

FTTH/FTTB, State Broadband Grants & FTTH/FTTB (ARRA/BIP)

**Project/Work Term: YEARS**

12 Years

**Size of Project USD\$**

\$38MM

**Project/Work Experience to Proposed Project**

Understating the importance to provide broadband to critical infrastructures as well as business and residential subscribers in rural Iowa. FTTH/FTTB planning and implementation of plans.

**Duties and Responsibilities Relating to the Listed Project and Work Experience on FTTH/FTTB**

Duties and responsibilities included HR, Regulatory, Customer Service, and Accounting for proper documentation and project flow. Service orders and oversight of completed customer installations and turn-ups.

**Project/Work Description and Similarity to Proposed Iowa Broadband Grant Project**

Customer service, regulatory, accounting, billing as key back office needs translate very similar in size and scope to the Iowa Cares Act Broadband project. Systems and process are in place to ensure smooth and timely delivery as well as awareness for our rural communities.

---

**Management Team Member Name**

Bryan Nelson, Director of Southern Operations

**Project/Work Experience Name/Title**

FTTH/FTTB, State Broadband Grants & FTTH/FTTB (ARRA/BIP)

**Project/Work Term: YEARS**

12 Years

**Size of Project USD\$**

\$23MM

**Project/Work Experience to Proposed Project**

Understating the importance to provide broadband to critical infrastructures as well as business and residential subscribers in rural Iowa. FTTH/FTTB planning and implementation of plans.

**Duties and Responsibilities Relating to the Listed Project and Work Experience on FTTH/FTTB**

Duties included design of network and coordination with professional engineers and consultants. Oversight of all networking and operations during project periods.

**Project/Work Description and Similarity to Proposed Iowa Broadband Grant Project**

The project work description and similarity to the proposed Iowa Cares Act Broadband project relates to the overall leadership capacity and the proven ability to lead projects of large scope from cradle to grave. The industry experience and hands-on experience in similar communities is essential due to the dynamics.

---

**Management Team Member Name**

Spenser Gruis – Network Engineer

**Project/Work Experience Name/Title**

FTTH/FTTB, State Broadband Grants & FTTH/FTTB (ARRA/BIP)

**Project/Work Term: YEARS**

12 Years

**Size of Project USD\$**

\$38MM

**Project/Work Experience to Proposed Project**

Understating the importance to provide broadband to critical infrastructures as well as business and residential subscribers in rural Iowa. FTTH/FTTB planning and implementation of plans.

**Duties and Responsibilities Relating to the Listed Project and Work Experience on FTTH/FTTB**

Oversight in the selection process as it pertains to the technology and the overall testing to meet our standards and objectives to deliver higher bandwidth uniformly to all exchanges. Network design and Implementation and wiring of Central Offices as well as overall transport system and redundancy of system.

**Project/Work Description and Similarity to Proposed Iowa Broadband Grant Project**

The project work and networking expertise has continued to provide robust delivery of high capacity networks and state of the art equipment and maintenance of equipment. Stability and performance of the Iowa Cares Act Broadband Project would be delivered in the same fashion.

---

**Management Team Member Name**

Dan Childers, Outside Plant Manager

**Project/Work Experience Name/Title**

FTTH/FTTB, State Broadband Grants & FTTH/FTTB (ARRA/BIP)

**Project/Work Term: YEARS**

12 Years

**Size of Project USD\$**

\$23MM

**Project/Work Experience to Proposed Project**

Understating the importance to provide broadband to critical infrastructures as well as business and residential subscribers in rural Iowa. FTTH/FTTB planning and implementation of plans.

**Duties and Responsibilities Relating to the Listed Project and Work Experience on FTTH/FTTB**

Supervised contractors, technicians, and in-house construction personnel to ensure the route is planned and implemented appropriately. Ensured final acceptance testing, turn-up and overall sign off of the project.

**Project/Work Description and Similarity to Proposed Iowa Broadband Grant Project**

The project work description and similarity to the proposed Iowa Cares Act Broadband project relates to the conversion of advanced services at customers' homes, communicating with co-workers, customers, and following project plan and routes to ensure successful turn-up.

---

**Management Team Member Name**

Gary Schotanus, Director of Sales and Service

**Project/Work Experience Name/Title**

FTTH/FTTB, State Broadband Grants & FTTH/FTTB (ARRA/BIP)

**Project/Work Term: YEARS**

12 Years

**Size of Project USD\$**

\$38MM

**Project/Work Experience to Proposed Project**

Understating the importance to provide broadband to critical infrastructures as well as business and residential subscribers in rural Iowa. FTTH/FTTB planning and implementation of plans.

**Duties and Responsibilities Relating to the Listed Project and Work Experience on FTTH/FTTB**

Developed and implemented large scale service and sales efforts to provide affordable broadband to rural Iowans. Responsible for the project flow, attainable objectives, and timelines being met in accordance with scope of project.

**Project/Work Description and Similarity to Proposed Iowa Broadband Grant Project**

The project work description and similarity to the proposed Iowa Cares Act Broadband project relates to the abilities to develop and implement projects large in scope and provide the sales knowledge, management and training to ensure proper take rates of all advanced services and customer education on technology in rural areas.

---

### Management Resumes

Management Team Member Name	Title	Employee of the Applicant or CoApplicant? (Yes/No)	Contractor to the Applicant? (Yes/No)	Years in Industry	Duties & Responsibilities Relating to the Proposed Iowa Broadband Grant Project
Ron Laudner	President & CEO	Yes	No	41	As President & CEO, duties include the complete oversight of company affairs. Supervision of the executive and management team, executive decision making, contractor selection and overall management of the engineering process. This position works side by side with the COO to provide strategic direction and stability for delivery high capacity broadband networks to areas of rural Iowa. Fiduciary responsibility to the Board of Directors of the applicant to recommend the final scope of the project.
Josh Hveem	COO	Yes	No	14	As COO and member of the executive management team for the applicant, this position's duty is to oversee all company operations, management and employee team during the entire project. Coordination of schedules and project flow, implementation of employee education, marketing, advertising, pricing, and promotion strategies. Development and oversight of financial forecasts, budgets, cash flows, and asset allocation to maintain company stability and performance. Additional coordination of contractors and consultants including legal, accounting, engineering, and finance. Fiduciary responsibility to the Board of Directors of the applicant for final project scope.
Deb Ward	Director of Corporate Operations	Yes	No	16	As Director of Corporate Operations for the applicant, this position's duty is to oversee the accounting inputs and ensure regulatory compliance. Information and raw data gathering regarding property, plant and finance. Continual work and education with Customer Service, Billing, HR, and Accounts Payable to ensure consistent project implementation flow.
Bryan Nelson	Director of Southern Operations	Yes	No	20	As Director of Southern Operations for this applicant, this position takes an active role in network planning, design, and outside plant processes. Project management and implementation of broadband area builds as well as oversight of southern employees and southern telecommunication exchange properties.
Spenser Gruis	Network Engineer	Yes	No	14	As Network Engineer, this position builds, maintains and implements robust networks for performance and security. This position works directly with Director of Southern Operations and Professional Engineers to design and deliver necessary broadband to proposed application areas. This position has oversight for all internal information technology and network employees.
Dan Childers	Outside Plant Manager	Yes	No	42	As Outside Plant Manager for the applicant, this position's duties are to oversee the entire implementation of the plant, transport, and switching of the project. This position will work directly with contractors to see that the project is implemented and tested according to project specifications. Working directly with network engineer and professional engineer contractors to gather information as it relates to the application is vital. Coordination of all information in a timely manner with all departments associated with outside plant to ensure project flow is on track.
Gary Schotanus	Director of Sales and Service	Yes	No	15	As Director of Sales and Service for the applicant, this position's duties are to provide full scale sales and marketing plans and coordinate the implementation of those plans working directly with sales, marketing, and customer service to provide an education to all employees and customers of the applicant. The overall development of advertising, pricing, and promotional strategies will be coordinated for the project. This position remains the customer liaison prior to, during, and after the construction phase of the project to ensure all customers and communities are well informed of the project. This position is responsible for the development of broadband adoption throughout the serving territory.

# JOSHUA J. HVEEM

641.210.8445 / jhveem@omnitel.biz

Successful executive offering over twenty years of experience driving business development strategies, diversification strategies, competitive sales, marketing, operations, personnel development, and inventory flow. Major strengths include strategic planning, financial planning, business planning, business structure, market planning, new venture creation, due diligence review, fiscal management and developing and maintaining excellent business-to-business and community relationships. Other assets include leadership, negotiation, organization, and outstanding interpersonal skills.

## PROFESSIONAL EXPERIENCE

### OMNITEL COMMUNICATIONS

Nora Springs, IA | Truro, IA

2007 – PRESENT

#### CHIEF OPERATING OFFICER (2012 – PRESENT)

#### VICE PRESIDENT BUSINESS DEVELOPMENT (2007 – 2012)

- Lead sales department, accounting/finance department, companywide project management for multi-year, multi-million-dollar fiber deployment initiatives
- Secured over \$50 million in broadband infrastructure grants and loans by working directly with various lending institutions on financial modeling and business impacts.
- Lead member of executive and board management team developing corporate strategy and setting corporate vision.
- Create and implement business plans, marketing plans, sales, and advertising initiatives to drive expansion of company business and earnings.
- Developed strategic partnerships for contiguous network reach and overall revenue generation
- Create financial forecasts for evaluation and measurement of corporate operations
- Develop, implement, and oversee overall company budget and affiliate company budgets to ensure accuracy and achieve growth potential.
- Manage full scale implementation of wireless network build-out for parent and partnering companies.
- Build relationships with external vendors, negotiate contract terms and conditions, set service level expectations and monitor performance.
- Engage in spectrum acquisition negotiations and evaluate strategy.
- Manage ancillary projects that include GSM/Edge, UMTS and LTE mobile network deployments, broadband wireless access and Motorola fixed broadband services.
- Oversee all company assets, financial and human capital.
- Provide leadership in design, development, and implementation of potential innovations in company products and services.
- Present new product and service offerings to internal management staff. Provide training on product launch and support strategies.
- Lead monthly board meetings. Publish and present board reports, financial statements and provide status of industry affairs.
- Create and evaluate business structures to maximize value chain, create strong returns and mitigate risk potential.
- Key strategist pursuing diversification of all company holdings.
- Developed and actively manage the Business Opportunity Network (BON) investment group – a strategic alliance consisting of 9 entities.
- Conduct due diligence on new venture opportunities, coordinating with legal counsel, accounting and external investment strategists.
- Develop, and present investment proposals for member partnership companies.
- Lead negotiator for investment proposals for investment member partnership companies.



**I WIRELESS****Cedar Rapids, IA | Urbandale, IA****2004 – 2007****ITC MARKET SUPPORT SPECIALIST/AREA MARKET MANAGER**

- Contracted with Independent Telephone Company's on development of full-scale implementation of wireless operating business
- Engaged ITC executives and boards on spectrum opportunities, uses, and strategy.
- Developed strategic marketing plans and budgets consistent with company goals.
- Conducted market research on an ongoing basis and worked with ITC management on trends
- Prepared yearly action plans for each market identifying strengths, weaknesses, opportunities, threats, training and financial needs.
- Produced concise quarterly reports, detailing agent progress and market status for gross activations, ARPU, trending and churn.
- Assisted in managing pricing, promotions and product issues through all departments to maximize market penetration and improve profitability.
- Selected, trained, maintained and developed all Independent Telephone Company (ITC) sales agents.
- Regularly visited agent locations and ITC locations and conducted on-site training sessions for dealer network.
- Managed adequate inventory levels to maximize sales potential.
- Managed commissions and assisted in wireless accounting procedures for specified ITC locations.
- Managed the indirect sales distribution channel for specified sales markets.

**HEILIG-MEYERS CORPORATION****Sioux City, IA | Oskaloosa, IA | Coralville, IA****1993 – 2001****GENERAL MANAGER (1996 – 2001)**

- Recruited, developed, and motivated human capital to aid in the achievement of corporate objectives.
- Created annual business plans to support overall operations
- Surpassed aggressive annual business development goals and delivered consistent growth in sales volume, exceeding revenue targets by 25%.
- Assisted Regional Manager and corporate Vice President in establishing a realistic operating budget based on historical data, market potential and profitability in order to measure performance and productivity.
- Maintained personnel records, conduct associate performance reviews and handled all employee discipline issues.
- Conducted weekly sales training, focusing on positive attitude, merchandising and techniques to maximize associates' potential.
- Immediately researched and resolved any customer complaints, helping to maintain excellent customer relations through appropriate conflict resolution methodologies.
- Supervised the overall security and safety of the facility, employees, inventory, equipment and other company assets.
- Managed all Accounts Payable and Accounts Receivable tasks, handled daily bank deposits and processed company payroll and payroll taxes.
- Oversaw ordering, inventory control and delivery functions.
- Responsible for the placement of advertising in all media and tracked monthly sales to detect effectiveness of advertising.

**FINANCE & CREDIT MANAGER / SALES MANAGER / DISTRIBUTION WAREHOUSE MANAGER  
(1993 – 1996)**

- Produced financial forecasts and developed P&L statements for review.
- Maximized sales and minimized losses through the professional extension and collection of credit.

- Refinanced debt and extended loans based on appropriate credit evaluations.
- Assisted in interviewing and hiring staff and evaluated the performance, goals and responsibilities of employees.
- Developed metric based sales goals to help improve performance and attain company revenue goals.
- Maintained current knowledge of local, state and federal regulations concerning bankruptcy, Truth-In-Lending, Equal Credit Opportunity Act, Uniform Commercial Codes and other laws related to credit extension and collection.
- Researched and approved extension of credit on existing and/or closed accounts based on customers' past payment performance, updated applications and updated credit reports.
- Supervised full-service warehouse/delivery/distribution operation of over \$500,000 in monthly flow for overall organization, appearance, efficiency, security, shrinkage, and customer satisfaction.
- Ensured strict adherence to all OSHA regulations and guidelines.
- Controlled over \$500,000 of storefront inventory through daily and yearly audits.

## PROFESSIONAL AFFILIATIONS

---

- **President** – BON Appcore, LLC
- **Board of Directors** – Appcore, LLC
- **Board of Directors** -- FWC Communications, Inc.
- **Secretary** – BON Flex Fuel, LLC
- **Secretary** – BON J&J, LLC
- **Secretary** – BON DCP, LLC
- **Secretary**– BON Connectivity, LLC
- **Former Member** – OPASTCO Business Development Committee
- **Former Member** – ITA Marketing Committee

## TELECOM INDUSTRY SPEAKING ENGAGEMENTS

---

- RIITA– USDA Rural Development
- RIITA– Continuous Improvement: Making the Most of New Business Ventures
- INS/INDATEL– Security Systems & Revenue Generation
- CRONIN COMMUNICATIONS– Get on the Bus! Joining Forces to Transform Employee Behavior and Eliminate Underperformers
- ITA- Marketing Seminar: Understanding your Audience
- OPASTCO & LIGHT READING– Small & Rural Telco's: Re-inventing the Revenue Stream
- ICA-Business Development Panel

## EDUCATION

---

### **Master of Business Administration (MBA),**

Chadron State College, December 2012

### **Bachelor of Arts (BA)**

The University of Iowa, May 2004, *with distinction*

### **Associate of Arts (AA)**

Kirkwood College, May 2002, *with distinction*

## Debra K. Ward

Plymouth, Iowa

Residence (641) 696-3446 Cell (641) 210-8120

wardleys@myomnitel.com

### SUMMARY

Experienced operations manager with excellent communications skills  
Professional and personable in relating with internal/external customers.  
Strong organizational skills, detail oriented and trustworthy.  
Enjoy a productive, fast-paced working environment.

### PROFESSIONAL EXPERIENCE

OmniTel Communications - Nora Springs, Iowa  
Director of Corporate Operations

January 2004 - Present

*As Director of Corporate Operations the position oversees the accounting inputs and ensures regulatory compliance. Information and raw data gathering regarding property, plant and finance. Continual work and education with Customer Service, Billing, Human Resources, and Accounts Payable to ensure consistent project implementation and flow.*

Midwest Wholesale, Inc. - Mason City, Iowa

May 1976 - September 2003

Operations Committee - Customer Service Manager - Board of Directors

*As part of the Operations Committee implemented internal/external procedural changes. Trained, developed and managed the customer service call center. Implemented marketing programs and promotions. Processed account adjustments, inventory control, and made collections call when needed. Participated in employee reviews and compensation.*

### EDUCATIONAL BACKGROUND

Organized and participated in various industry trade shows.  
Coordinated and attended company sponsored management and customer service seminars.  
Mason City High School - Mason City, Iowa

### REFERENCES

Available upon request.

# Bryan Nelson

---

2772 Truro Rd  
St Charles, IA 50240  
641-765-4201  
bnelson@omnitel.biz

## Summary of Qualifications

- Twenty plus years of designing and building communication networks
- Management of client vendor relationships
- Team leadership
- Project Management
- Product and services development and deployment

## Professional Experience

OmniTel Communications Truro, IA

2017 - Present

### **Director of Southern Operations**

Provided leadership and direction for all departments for the southern district of OmniTel. Work with other senior leadership creating entire new service plans and offerings and communities currently served. Oversaw the overbuild of a community with GPON FTTH providing Internet, phone and TV service to an underserved area. Currently in the process of overbuilding another underserved community with GPON FTTH.

Interstate Communications Truro, IA

2010 - 2017

### **Director of Network Operations**

Provided leadership and direction for the outside plant, central office, and IT departments. Central Office and IT departments was responsible for all technical aspect for the company including but not limited to servers, firewalls, routers, switches, PC support, mobile device support, voice switching, IPTV middleware, FTTH, transport, fixed wireless Internet systems, PBX phone systems. Outside Plant department was responsible for all aspect of FTTH plant operation including but not limited to design, construction, maintenance and repair of fiber optic mainline cable and service drops. Installation, maintenance and repair of phone, Internet, TV and Ethernet services in customer premises. While in this position was the lead for building GPON FTTH to 6 communities.

Interstate Communications, IA

2007 - 2010

### **Network Manager**

Responsibilities include management of department of 3 direct reports that included the Network Administrator, central office technician, and the wireless Internet technician. My department was responsible for all technical aspect for the company including but not limited to servers, firewalls, routers, switches, PC support, mobile device support, voice switching, IPTV middleware, FTTH, transport fixed wireless Internet systems, PBX phone systems. Manage department effectively and fostered a team environment that improved all team members efficiency and knowledge.

Interstate Communications Truro, IA

2002-2007

### **Central Office Technician**

Responsibilities include installation, configuration, maintenance, and repair of a variety of telecommunications and data communication equipment. Including but not limited to Class 4 and 5 voice switching equipment, Cisco switches and routers, Calix copper and fiber access equipment, IPTV middleware. Installation, maintenance and repair of DS0, DS1, DS3, OC48, and Ethernet circuits in point to point and ring configurations. Installation, configuration, and repair of a fixed point to multipoint wireless Internet systems.

Interstate Communications Truro, IA

1998-2002

**Technician**

Responsibilities include installation and repair of phone, Internet, and TV services. Construction, maintenance and repair of copper, coax, and fiber optic facilities. Installation, maintenance, and repair of PBX phone systems.

**Education**

AAS, Telecommunications, December 1998  
DMACC, Ankeny, Iowa

# GARY SCHOTANUS

Gary Schotanus 6412108611 gschotanus@omnitel.biz

I have over 35 years in sales, marketing, sales management, team leadership, business technology, and business operations experience.

## WORK EXPERIENCE

### **Director of Sales & Service**

06/2006 to Present

OmniTel Communications

608 E Congress Street, Nora Springs, Iowa 50458

Oversee the sales and service departments at OmniTel as it relates to a total customer experience. Involved in pricing, promotions, company messaging, marketing, and company guidelines as they relate to sales and service. Involved with Fiber to the Home construction and conversion projects which began in 2010. FTTH projects are currently ongoing with over a dozen communities and surrounding rural areas completed with subscribers added.

2010 Gather information and conduct research for the application of stimulus grant.

2007 Motorola Expedience & Broadband Wireless NLOS- Development of the sales and marketing launch of a broadband wireless service that included 2 CLEC communities of Mason City, and Charles City. Duties included development of pricing, marketing strategy, advertising and public relations events. Involved in recruiting, training, and support of 3 dealer sales locations for this product.

### **PRINCIPAL DUTIES & RESPONSIBILITIES**

- Establish monthly sales/revenue expectations of product lines
- Establish monthly sales/revenue goals for sales staff and drive activity to reach the associated goals
- Attain monthly sales/revenue expectations of product lines
- Manage sales, forecast, budget, and revenue of product lines
- Deliver consistent value through aggressive sales & marketing activity
- Maintain a positive attitude at all times and support all OmniTel company policies and procedures
- Make sure that sales staff acts in accordance with all OmniTel policies and procedures
- Responsible for the recruitment, hiring, and training of all departmental staff including sales training
- Provide direction, motivation, and assistance to sales staff using specific tools provided
- Conduct performance reviews on a regular basis
- Provide feedback for improvement and take appropriate and timely disciplinary action when necessary
- Schedule sales meetings and/or training meetings
- Assist retail manager in coordinating marketing and public relations events
- Coordinate advertising and collateral with marketing department for events
- Ensure events are adequately staffed
- Handle escalated customer situations and follow up in a timely and professional manner

Support fellow employees in sales department

Participate in marketing efforts to solicit new business and other promotional activities

## **Sales Manager**

08/1985 to 06/2006

Mason City Business Systems, Inc.

123 1st St SE, Mason City, Iowa 50401

As sales manager I oversaw a sales force of 6 sales representatives that sold technology equipment such as printers, computers, and copiers to businesses. Territory included approximately 30 counties or about one third of the state of Iowa. I oversaw sales, promotions, recruited, hired and trained sales force. Responsible for attaining sales budgets and quotas as determined by the business.

2002 Supervised the addition and opening of a technology equipment sales and service location in the Quad Cities market. Duties included store facilities location and acquisitions, recruit, hire, and train sales personnel. Assist in recruitment and hiring of service personnel. Established wage and commission structures. Oversaw the development of business plan as well as marketing and advertising plans.

1997 Supervised the addition and opening of a technology equipment sales and service location in the Cedar Rapids market. Duties included store facilities location and acquisitions, recruit, hire, and train sales personnel. Assist in recruitment and hiring of service personnel. Established wage and commission structures. Oversaw the development of business plan as well as marketing and advertising plans.

1990 Assisted in development and implementation of computer networking sales and service division as a new business enterprise addition to 3 technology equipment sales and service locations. Duties included assisting in recruitment, hiring, and training of sales and service personnel. Established wage and commission structure. Established service rate structures for new enterprise. Established relationships with vendors enabling the company to build private label computers in house. Assist in development of business plan and marketing and advertising plans.

## **Commodity Broker**

08/1982 to 08/1985

Greater Iowa Commodities

Clear Lake, Iowa

Involved as an AP or Associated Person with a commodity brokerage consulting with farmers to place hedge trades on the Chicago Board of Trade and Chicago Mercantile Exchange to minimize pricing risk in their farming enterprises. Also provided advice and recommendations to speculative investors.

## **SKILLS**

Sales - 10+ years

Sales Management - 10+ years

Marketing - 10+ years

Leadership - 10+ years

## **EDUCATION**

### **University of Dubuque**

Bachelor's

Business Administration

Dubuque, Iowa

08/1980 to 08/1982



# DAVID SHERLOCK

712 Newport Pl. Norwalk, IA 50211 · 515-783-6160  
[dsherlock@OmniTel.biz](mailto:dsherlock@OmniTel.biz) · [www.linkedin.com/sherlock826](http://www.linkedin.com/sherlock826)

## EXPERIENCE

**MARCH 2011 – PRESENT**

**BILLING SUPERVISOR**, OMNITEL COMMUNICATIONS (FORMERLY INTERSTATE COMMUNICATIONS)

- Evaluate, improve, and coordinate customer outreach regarding scheduling, installation, after install feedback of fiber optic services to new and overbuild communities
- Supervise billing of new and existing customers while implementing standard, special or promotional pricing
- Consultative sales to new and existing end users on our products and services with emphasis on their needs and product recommendations
- Synergize internally and externally to keep operations running smoothly and solve both routine and complex problems for vendors, suppliers and for internal/external customers
- Lead teams with customer education, training, and customer service needs
- Evaluate and improve internal processes for deployment of services, activation of upgrades/downgrades and communication with end users
- Evaluate, develop and implement improvements to billing system to maximize efficiency, reduce delinquency and increase accuracy

**AUGUST 2004 – FEBRUARY 2011**

**TRAINING COORDINATOR & TECHNICAL SUPPORT**, AUREON (FORMERLY IOWA NETWORK SERVICES)

- Created and conducted training sessions with end users of owners (Independent Telephone Companies in Iowa) in broadband communities geared toward why they may want broadband and what value it can bring to them
- Created curricula, instructions and documents for various types of training courses including basic browsing and searching, online streaming, and online shopping
- Responded to support requests from end users and patiently walked individual through basic troubleshooting tasks

## EDUCATION

**DECEMBER, 2003**

**BACHLORS DEGREE**, UNIVERSITY OF NORTHERN IOWA

Elementary Education

## **SKILLS**

- Strategic decision making
- Customer outreach
- Learning and teaching new systems
- Documentation and control
- Workflow planning
- Customer solutions

# Mark Pietig

3435 North Birchwood Avenue - Davenport, Iowa 52806  
(563) 468-8997 [mapllenpietig@gmail.com](mailto:mapllenpietig@gmail.com)

---

## **PROFESSIONAL PROFILE**

- |  |   |   |
|--|---|---|
| • Broadband Build<br>Project Management    | • Broadband Products &<br>Services Training | • Strategic Planning                    |
| • Broadband Community<br>Launch Management | • Partner, Vendor &<br>Agency Relations     | • Staff Relations &<br>Mentoring        |
| • Broadband Sales                          | • Budget Development &<br>Management        | • Performance Analysis                  |
| • Broadband Advertising<br>& Marketing     |   | • Contract Development<br>& Negotiation |

## **EXPERIENCE**

### **Independent Contractor for OmniTel Communications – Broadband Project Management**

Nov. 2013 - Present

- Coordinate the planning and roll out of community broadband builds.
- Coordinate and direct the roll out of broadband product and services to OmniTel Communities.
- Coordinate broadband sales efforts in OmniTel Communities.
- Coordinate broadband advertising and marketing efforts in select OmniTel Communities.
- Drive the attainment of goals related to product knowledge, sales, revenue, profitability and customer satisfaction.
- Manage day-to-day activities and build relationships within the distribution channels.
- Conduct needs based analysis; develop and present relevant training programs.
- Ensure advertising and marketing initiatives are properly developed, launched and managed.
- Cultivate relationships with local business, chambers of commerce and media representatives..

### **iWireless – May 2001 – Oct. 2013**

#### **Director of Sales**

Jan. 2012 - Oct. 2013

- Direct all aspects of Sales Department, including outside partners and distribution channels.
- Drive the attainment of company goals related to sales, revenue, profitability, and customer satisfaction.
- Collaborate with vendors, agencies and internal department heads to ensure all initiatives are properly developed and launched.
- Key member of the *Executive Management Team* responsible for the comprehensive development of company products, services and goals.
- Mentor the development and career planning of the *Senior Sales Management Team*.
- Develop department budgets; track, analyze and report on all KPI's.

**Director - Independent Telephone Company Support**

Aug. 2010 – Jan. 2012

- Manage all aspects of the *ITC Support Department*; responsible for the daily communication with, and operation of over seventy iWireless partner companies.
- Team leader of *New Product Development* and *Customer Retention* teams.
- Collaborate with vendors, agencies and internal department heads to ensure all initiatives are properly developed, coordinated and launched.
- Oversee the acquisition of Marketing Services contracts from partner companies.
- Recruit, develop and mentor the *ITC Support Department* Team.
- Develop department budgets; track, analyze and report on all KPI's.

**Marketing Support Manager**

Nov. 2003 – Aug. 2010

- Assist partner companies with their overall business and distribution channel strategies.
- Manage day-to-day activities and relationships with partner companies.
- Assist with the roll out and implementation of new promotions, products and services for partner companies.
- Team member of *New Product Development* and *Customer Retention* teams.
- Conduct needs based analysis; develop and present relevant training programs.
- Recruit, develop and mentor the Marketing Support Specialist staff.
- Target and acquire Marketing Services contracts from partner companies.

**Marketing Support Specialist**

May 2001 – Oct. 2003

- Manage day-to-day activities and relationships with distribution channel locations in assigned market areas.
- Conduct needs based analysis; develop and present relevant training programs.
- Develop and implement locally targeted advertising and marketing plans.
- Cultivate relationships with local chambers of commerce and media representatives.
- Recruit, sign-on and develop new distribution locations.
- Track, analyze and report on KPI's of assigned market areas.

**EDUCATION**

University of Iowa – Bachelor of Arts, English – 1993

University of Wisconsin, Madison; School of Business – Executive Education

- Finance & Accounting for Non-Financial Executives – September 2009
- Project Management: Planning, Scheduling and Controlling – September 2010