

Topic: Value Added Services

Successful VAS Campaigns

Panelist: Angie Armstrong – Director of Marketing & Business Development, Blue Valley Technologies



Angie Armstrong is the Director of Marketing and Business Development for Blue Valley Technologies and their subsidiary, Networks Plus. She is passionate about technology and how it can enhance the quality of life - especially in rural America.

Since joining Blue Valley in 2002, she has had the opportunity to serve a key role in the roll-out of High-Speed DSL, Cable Modem Internet, Fixed Wireless Internet, Fiber to the Home (FTTH), Internet Protocol Television (IPTV), Cable Television, PC Repair, Cellular services, Security, Retail, IT Support services, Datacenter, Colocation, and Managed IT and Cybersecurity Services. She enjoys the challenge of the ever-changing communications industry and serving a customer base with ever-changing needs.

Angie lives in rural Kansas with her husband, three children, and many farm animals.

Evolving Subscribers Means New Models for New Services

Panelist: Greg Owens – Sr. Director, Product Marketing, Calix



Greg Owens is a Senior Director of Product Marketing at Calix, with responsibilities for the Premises portfolio, including GigaCenter, GigaSpire, and EXOS. Greg has more than 25 years of telecommunications and ICT industry experience.

Prior to joining Calix, Greg spent 15 years with Alcatel-Lucent (before they were acquired by Nokia), holding a variety of positions in product marketing, customer marketing, media/analyst relations, and marketing communications.

Greg lives in Ottawa with his wife and two teenage daughters; his oldest daughter is a junior in college.

In his spare time, he loves to read, travel, and play golf (badly).