

Topic: BMMA 2021 Best in Class Award Winning Programs

BMMA 2021 Best-in-Class Service Provider Marketing Award Winner – Bridging the digital divide: Cincinnati Bell + Butler Rural Electric Cooperative Public/Private partnership

Panelist: John Barnes – Director, Consumer Marketing, Cincinnati Bell



John is responsible for Cincinnati Bell's product marketing strategy, agency management, and leading a dynamic team that is responsible for the planning and execution of mass advertising, direct marketing, retail marketing and customer communications for Cincinnati Bell's residential products and services.

BMMA 2021 Best-in-Class Vendor Marketing Award Winner – Calix BLAST u4 Product Launch

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).

**BMMA 2021 Best-in-Class Partnership Marketing Award Winners - MTA Shield Product Launch
F-Secure & MTA**

MTA and F-Secure partnered to launch a full suite of brand new security services during the summer of 2020. This launch was accomplished in record time, 100% remotely with highly successful results. From the project kickoff, all the way through to front-line training; come hear how planning, open lines of communication, excellent project management and teamwork led to a successful, on-time launch.

Panelist: Conor Steadman – Marketing Manager, F-Secure



Conor Steadman is a Marketing Manager at F-Secure in New Jersey. In this role he is responsible for helping to shape Operator Partners' successful go-to-market strategy and their customers' journey. His goal is to help his partners sell, support and believe in the F-Secure suite of products with the same confidence and expertise they have in their in-house products. Conor spent time working for an operator in Alaska and understands many of the struggles common in the space. He also has seen the impact that a strong partnership can have on launching and maintaining successful Value-Added-Services. In his occasional free time, he enjoys exploring what the North East has to offer when it comes to food and outdoor adventures.

Panelist: Zak Wolf – Product Specialist, MTA



Zak Wolf, a life-long Alaskan has been with MTA since 2016, growing from tech support to a critical role in Product Management. This experience gives him the ability to see things from a uniquely customer centric point of view. Zak uses his passion for science and technology to help inspire the next generation of product developers through demonstrations at local schools and technology events. Using custom designed electronic kits that transmit and receive music using lasers, he shows how data is sent over fiber optic cables in a hands-on and engaging way.