



Broadband Multimedia Marketing Association (BMMA) Elects New 2021-2022 Board of Directors

Industry-leading forum continues to attract leading telcos and broadband vendors at recent Annual Meeting held virtually on April 29, 2021.

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The Broadband Multimedia Marketing Association (BMMA), an international organization dedicated to bringing together broadband marketing professionals from the telco and vendor communities to share best practices, recently elected its Board of Directors for 2021-2022 at the BMMA 2021 Annual Meeting held virtually on April 29th.

The BMMA Board of Directors for 2021-2022 includes:

- Co-chair: Jonathan Babbitt, MTA
- Co-chair: Jonathan Bond, Cincinnati Bell
- Treasurer: Jarret Hesselning, TDS
- Secretary: Conor Steadman, F-Secure
- Director: Michael Cooper, Zyxel
- Director: Matt Howard, Calix
- Director: Allan Pieroni, Windstream
- Executive Director: Ellis D. Hill, ResearchFirst, Inc.

“Cincinnati Bell continues to be a member of the BMMA because the organization provides valuable best practices and a forum to help drive better product and customer experiences. In a world of COVID-19, having the ability to learn, share, and connect with peers and partners on a regular basis is a tremendous benefit and resource. It’s a great honor to be on the BMMA Board to help serve our industry in the coming year,” said Jonathan Bond, newly elected co-chair for the BMMA Board and Director of Video Product Strategy for Cincinnati Bell & Hawaiian Telcom.

“BMMA brings us unique relationships with industry peers that has proven to be a valuable asset to our strategy. Over time, we have become extensions of each other’s teams; so much more than a membership,” added Jonathan Babbitt, re-elected BMMA Board of Directors co-chair and VP of Product Marketing & Sales for MTA.

“The BMMA provides a unique opportunity in which operators can network with their peers and vendors, sharing their successes which often results in new ways in which they can better serve their customers. TDS Telecommunications has been able to leverage this feedback along with other essential information regarding current industry trends and research which has translated into real business decisions,” said Jarret Hesselning, newly elected BMMA Board member treasurer and Sr. Manager of Product Development for TDS.

“BMMA is unique amongst organizations and conferences. I believe this is one of the most valuable organizations that both service providers and industry partners can belong to because of the opportunities BMMA provides to have open, honest, and collaborative dialog with your peers in the industry. I have had the privilege to be a part of BMMA for the past several years and look forward to now contributing as a Board member,” said Michael Cooper, newly elected BMMA Board member and Director of Sales, Canada for Zyxel.

“BMMA is an exceptional, unique resource that benefits not only its member partners but the entire telecommunications marketplace. The insights gained from this partnership are abundant, from market trends and emerging products to industry challenges and best practices,” said Allan Pieroni, newly elected BMMA Board member and Broadband Product Manager for Kinetic by Windstream. “By forging solid peer relationships and providing a space for invaluable knowledge share, the BMMA empowers its members to perform at the highest of standards.”

“Part of our charge here at Calix is that we grow with our customers and we only succeed when they do,” said Matt Howard, Product Marketing Director at Calix. “Being part of BMMA aligns perfectly with that mission and I am truly honored to be elected to the Board of Directors. I know the heartbeat of this industry is it’s people, and I look forward to meeting with and learning from members as they tackle challenges, address market trends, and identify new opportunities for growth in this space.”

BMMA member companies:

AT&T, Actiontec, Blue Valley Technologies, Calix, Cincinnati Bell, F-Secure, GVTC, Harrisonville Telephone Company (HTC), Hawaiian Telecom, Horry Telephone Cooperative (HTC, Inc.), MTA (Matanuska Telephone Association), Netsweeper, SaskTel, Smithville, Stirista, Synacor, Tbaytel, TDS Telecom, Windstream, and Zyxel.

For more information, visit <http://www.bmma.org/> or contact Ellis Hill, Executive Director at ellis@researchfirst.com.



Tags / Keywords

Broadband, telephone companies, telcos, service providers, broadband services, BMMA, broadband marketing, BMMA BoD, HSI, High-Speed Internet, IoT, Broadband vendor