

**Topic: Executive Perspectives on Broadband in 2023**

Each year we hold an "Executives Perspectives" call to which we invite knowledgeable Telco and/or vendor executives to inform the membership of broadband industry trends and their thoughts of how best to address them in the coming year. We also ask our speakers to share their "crystal ball" view of what will be "Hot in 2023." Each panelist will present on this from their individual perspective, plus time for Q&As.

**Speaker:** Steve Oberle – Vice President of Sales, Zyxel



Steve Oberle has over 34 years of experience in the Telecommunications industry across engineering, sales and marketing. Mr. Oberle, a Michigan State Spartan who majored in Telecommunications Engineering, started his career as an Engineer for Michigan Bell. Later he moved to Chicago and sold Fiber Electronics for 5 years. He then signed on with Advanced Fibre Communications (AFC), still in the startup phase, where he held various Sales Management positions for 12 years before joining Zyxel as Vice President of Sales for North America. Zyxel has achieved nearly 500% growth in the past 15 years under his stewardship.

**Speaker:** Jonathan Babbitt – Vice President of Consumer Markets, MTA



Jonathan Babbitt serves on MTA's Executive Team as the Vice President of Consumer Markets in Alaska's Mat-Su region. He drives the vision, strategy, and execution of MTA's residential and SMB product lines and sales departments to ensure sustainable profitability for the company. Jonathan works closely with MTA's customer service teams to ensure the brand promise and member experience are aligned, and has transformed the marketing and sales functions to create more efficient and higher performing teams. Additionally, Jonathan directs MTA's corporate public relations strategic initiatives ensuring favorable perceptions of MTA's customer and community service accomplishments.

Mr. Babbitt holds a Bachelor of Arts degree in Communications from the University of Texas and a Master of Business Administration from The University of Phoenix. Jonathan is married to Danielle Babbitt and they have 4 children, ages 16 to 7. They reside in Wasilla, Alaska.

**Speaker:** Julie Maiers – Senior Vice President of Marketing, Sales, and Customer Operations, TDS



As the SVP of Marketing, Sales, and Customers Operations, Julie leads the marketing, product, and sales strategies for the company’s telecom, cable, and fiber expansion sectors. In addition, Julie has oversight of the company’s customer operations, including the sales and repair contact centers.

Since joining the company in 1998, Julie has progressively taken on roles of increasing responsibility. Most recently, she served as the VP of Marketing and Product Development, where she led the company’s fiber expansion projects.

Prior to that role she was the director of Consumer Marketing and successfully spearheaded the company’s first out-of-territory fiber overbuild project in Sun Prairie, Wisconsin. During her tenure, Julie guided TDS’ first rollout of high-speed internet service in 2000, managed the launch of TDS TV, and was instrumental in developing the "TDS Fiber" marketing strategy.

In addition to her professional responsibilities, Julie is a board member of the American Heart Association (Madison) and an advisory board member of the University of Wisconsin E-Business Consortium; she also volunteers with Heart to Heart Experiences and serves on the Board of Directors. In her free time, Julie enjoys running, traveling, and hiking, especially in our National Parks.

Julie earned a Bachelor of Arts degree in Economics from Mundelein College in Illinois, and an MBA from the Kellogg School of Management, Northwestern University.