

FLORIDA PUBLIC SERVICE COMMISSION

OFFICE OF INDUSTRY DEVELOPMENT AND MARKET ANALYSIS

APPLICATION FOR ORIGINAL AUTHORITY OR TRANSFER OF AUTHORITY TO PROVIDE TELECOMMUNICATIONS SERVICE IN THE STATE OF FLORIDA

INSTRUCTIONS

This form should be used as the application for an original certificate and transfer of an existing certificate (from a Florida certificated company to a non-certificated company). In the case of a transfer, the information shall be provided by the transferee. If you have other questions about completing the form, call **(850) 413-6600**.

Print or type all responses to each item requested in the application. If an item is not applicable, please explain. All questions must be answered. If unable to answer the question in the allotted space, please continue on a separate sheet.

Once completed, submit the **original and one copy** of this form along with a **non-refundable fee of \$500.00** to:

**Florida Public Service Commission
Office of Commission Clerk
2540 Shumard Oak Blvd.
Tallahassee, Florida 32399-0850
(850) 413-6770**

APPLICATION

This is an application for (check one):

Original certificate (new company)

Approval of transfer of existing certificate: Example, a non-certificated company purchases an existing company and desires to retain the original certificate rather than apply for a new certificate.

Please provide the following:

1. Full name of company, including fictitious name(s), that must match identically with name(s) on file with the Florida Department of State, Division of Corporations registration:
Ezee Fiber Texas, LLC, d/b/a Ezee Fiber Texas, LLC
2. The Florida Secretary of State corporate registration number:
M24000007671
3. F.E.I. Number: **86-3056834**
4. Structure of organization:

The company will be operating as a:
(Check all that apply):

- | | |
|---|---|
| <input type="checkbox"/> Corporation | <input type="checkbox"/> General Partnership |
| <input checked="" type="checkbox"/> Foreign Corporation | <input type="checkbox"/> Foreign Partnership |
| <input type="checkbox"/> Limited Liability Company | <input type="checkbox"/> Limited Partnership |
| <input type="checkbox"/> Sole Proprietorship | <input type="checkbox"/> Other, please specify below: |
-

If a partnership, provide a copy of the partnership agreement. N/A

If a foreign limited partnership, proof of compliance with the foreign limited partnership statute (Chapter 620.169, FS). The Florida registration number is: N/A

5. Who will serve as point of contact to the Commission in regard to the following?

(a) This application:

Name: Jason Danowsky
Title: Attorney for Ezee Fiber Texas, LLC
Street Address: 904 West Avenue, Suite 107
Post Office Box: _____
City: Austin
State: TX
Zip: 78701
Telephone No.: (512) 708-8700
Fax No.: (512) 697-0058
E-Mail Address: JDanowsky@fosterdanowsky.com

(b) Ongoing operations of the company:

(This company liaison will be the point of contact for FPSC correspondence. This point of contact can be updated if a change is necessary but this must be completed at the time the application is filed).

Name: Ken Bonvillian
Title: VP – External Affairs
Street Address: 14850 Woodham Dr.
Post Office Box: _____
City: Houston
State: TX
Zip: 77073
Telephone No.: (833) 327-8104
Fax No.: n/a
E-Mail Address: ken.bonvillian@ezeefiber.com
Company Homepage: Ezeefiber.com

(c) Optional secondary point of contact or liaison:

(This point of contact will not receive FPSC correspondence but will be on file with the FPSC).

Name: _____
Title: _____
Street Address: _____
Post Office Box: _____
City: _____
State: _____
Zip: _____
Telephone No.: _____
Fax No.: _____
E-Mail Address: _____

6. Physical address for the applicant that will do business in Florida:

Street address: 14850 Woodham Dr.
 City: Houston
 State: Texas
 Zip: 77073
 Telephone No.: (833) 327-8104
 Fax No.: n/a
 E-Mail Address: ken.bonvillian@ezeefiber.com

7. List the state(s), and accompanying docket number(s), in which the applicant has:

(a) **operated** as a telecommunications company.

New Mexico, Oregon, Texas, and Washington.

(b) **applications pending** to be certificated as a telecommunications company.

Colorado, Massachusetts, Michigan, and Pennsylvania.

(c) **been certificated** to operate as a telecommunications company.

<u>Texas; Docket No. 60777</u>	<u>Oregon; Docket No. CP 1676</u>
<u>New Mexico; Docket No. 23-00399-</u>	<u>Washington; Docket No. UT-231030</u>
<u>UT</u>	

(d) **been denied authority** to operate as a telecommunications company and the circumstances involved. N/A

(e) **had regulatory penalties imposed** for violations of telecommunications statutes and the circumstances involved. N/A

(f) **been involved in civil court proceedings** with another telecommunications entity, and the circumstances involved. N/A

8. The following questions pertain to the officers and directors. Have any been:

(a) adjudged bankrupt, mentally incompetent (and not had his or her competency restored), or found guilty of any felony or of any crime, or whether such actions may result from pending proceedings? Yes No

If yes, provide explanation.

(b) granted or denied a certificate in the State of Florida (this includes active and canceled certificates)? Granted Denied Neither

If granted provide explanation and list the certificate holder and certificate number.

If denied provide explanation.

(c) an officer, director, and partner in any other Florida certificated telecommunications company? Yes No

If yes, give name of company and relationship. If no longer associated with company, give reason why not.

9. Florida Statute 364.335(1)(a) requires a company seeking a certificate of authority to demonstrate its managerial, technical, and financial ability to provide telecommunications service.

Note: *It is the applicant's burden to demonstrate that it possesses adequate managerial ability, technical ability, and financial ability. Additional supporting information may be supplied at the discretion of the applicant. For the purposes of this application, financial statements MUST contain the balance sheet, income statement, and statement of retained earnings.*

- (a) **Managerial ability:** An applicant must provide resumes of employees/officers of the company that would indicate sufficient managerial experiences of each. Please explain if a resume represents an individual that is not employed with the company and provide proof that the individual authorizes the use of the resume.
- (b) **Technical ability:** An applicant must provide resumes of employees/officers of the company that would indicate sufficient technical experiences or indicate what company has been contracted to conduct technical maintenance. Please explain if a resume represents an individual that is not employed with the company and provide proof that the individual authorizes the use of the resume.
- (c) **Financial ability:** An applicant must provide financial statements demonstrating financial ability by submitting a balance sheet, income statement, and retained earnings statement. An applicant that has audited financial statements for the most recent three years must provide those financial statements. If a full three years' historical data is not available, the application must include both historical financial data and pro forma data to supplement. An applicant of a newly established company must provide three years' pro forma data. If the applicant does not have audited financial statements, it must be so stated and signed by either the applicant's chief executive officer or chief financial officer affirming that the financial statements are true and correct.

10. Where will you officially designate as your place of publicly publishing your schedule a/k/a tariffs or price lists)? (Tariffs or price lists MUST be publicly published to comply with Florida Statute 364.04).

Florida Public Service Commission

Website – Please provide Website address: ezeefiber.com

Other – Please provide address: _____

THIS PAGE MUST BE COMPLETED AND SIGNED

REGULATORY ASSESSMENT FEE: I understand that all telecommunications companies must pay a regulatory assessment fee. A minimum annual assessment fee, as defined by the Commission, is required.

RECEIPT AND UNDERSTANDING OF RULES: I understand the Florida Public Service Commission's rules, orders, and laws relating to the provisioning of telecommunications company service in Florida.

APPLICANT ACKNOWLEDGEMENT: By my signature below, I, the undersigned owner or officer, attest to the accuracy of the information contained in this application and attached documents and that the applicant has the technical ability, managerial ability, and financial ability to provide telecommunications company service in the State of Florida. I have read the foregoing and declare that, to the best of my knowledge and belief, the information is true and correct. I have the authority to sign on behalf of my company and agree to comply, now and in the future, with all applicable Commission rules, orders and laws.

Further, I am aware that, pursuant to Chapter 837.06, Florida Statutes, "***Whoever knowingly makes a false statement in writing with the intent to mislead a public servant in the performance of his or her official duty shall be guilty of a misdemeanor of the second degree, punishable as provided in s. 775.082 and s. 775.083.***"

I understand that any false statements can result in being denied a certificate of authority in Florida.

COMPANY OWNER OR OFFICER

Print Name: Ken Bonvillian
Title: VP – External Affairs
Telephone No.: (833) 327-8104
E-Mail Address: ken.bonvillian@ezeefiber.com

Signature: Ken Bonvillian Date: 06/28/2024

CERTIFICATE TRANSFER

As current holder of Florida Public Service Commission Certificate Number _____,
I have reviewed this application and join in the petitioner's request for a transfer of the
certificate.

COMPANY OWNER OR OFFICER

Print Name: _____
Title: _____
Street/Post Office Box: _____
City: _____
State: _____
Zip: _____
Telephone No.: _____
Fax No.: _____
E-Mail Address: _____

Signature: _____ Date: _____

EXHIBIT 1

Technical and Managerial Expertise

Ken Bonvillian

V.P. of Business Operations and Product Development

Contact Information

Primary Phone: +1 713-405-1082
ken.bonvillian@ezeefiber.com

Overview

Executive focused on Business and Product Development, Sales, OPS and Marketing

Experience Overview:

Ken has many years of telecommunications management experience that range from technical, sales, legal and financial background. Ken throughout his career has overseen long distance, toll-free, international operational network procurement, vendor contract management, vendor negotiations, Marketing and mapping skills to present strategies for investment, sales strategies and forecasting. Analyzed company products for competition and pricing to maintain executive driven margins. Excellent Excel, Visio, Geocode Mapping software and Presentation software skills.

Job Positions

VP of Sales Operations and External Affairs

August 2021 to Present

Ezee Fiber Texas, LLC-Houston, TX 77073

My duties range from contract procurement, Legal, Compliance and Regulatory filings, Commercial Sales support, Process development, Network mapping, KPI reporting and Technical Sales Support.

V.P. of Product Development and Pricing

Jul 2016 to Dec 2016

Logix Astra Capital – Houston, TX, 77092

Product and Pricing support for sales staff. Priced multi and individual location sales prospect products. Worked with new management during transition.

V.P. of Network Economics

Jun 2001 to Jul 2016

Logix Communications – Houston, TX, 77092

My duties ranged from technical to financial. Directed the company's long distance, toll-free, international operational and network procurement, vendor contract management, vendor negotiations, bill payment, product development, marketing strategy and analysis, along with and other business process management.

V.P. of Network Operations

Apr 1999 to Jun 2001

Plexnet Communications – Irving, TX, 75061

I designed and directed the launch of telephony voice mail services over digital facilities in six markets targeting wholesale companies reselling AT&T products.

V.P. of Network Operations

Jun 1995 to Apr 1999

CapRock Communications – Dallas, Texas, 75240

I procured and managed all operations of IT and Telecommunications networks. Within 4 years was responsible for over \$60m of annual revenue growth from the sales technical support perspective along with building and managing the operational processes of the company.

MATTHEW MARINOHouston, TX | (917) 414 9161 | Matthew.Marino@ezeefiber.com | [Linkedin.com/in/matthewrobertmarino](https://www.linkedin.com/in/matthewrobertmarino)**ACCOMPLISHED TELECOMMUNICATIONS LEADER WITH 18 YEARS EXPERIENCE IN OPERATIONS AND FINANCE****Specialize in driving growth strategies while bringing operational rigor and financial accountability to an organization**

Operations | Finance | Sales | Go-To-Market | Customer Experience | Business Transformation | Market Expansion Strategy

PROFESSIONAL EXPERIENCE**EZEE FIBER – Houston, TX****April 2023 – Present****Chief Executive Officer
Member, Board of Directors**

Founded in 2021, Ezee Fiber is a rapidly growing Houston-based fiber telecommunications company that provides affordable and reliable multi-gig internet service to residential, business and government customers through its 100 percent fiber-optic network. Ezee Fiber is built upon a foundation of exceptional customer service, lightning-fast internet speeds, and straightforward, transparent pricing. The company operates a carrier-grade network, where its customers are supported by local teams that live and work in the communities they serve.

ALTICE USA – New York, NY (\$10B Annual Revenue, 5M Customers)**Jan 2017 – Jan 2023****EVP, Strategic Initiatives****May 2022 – Jan 2023**

Led M&A process to sell Suddenlink division of Altice USA with CFO and EVP Corporate Development. Report to CEO.

- **Transaction Scope:** 2M customers across 17 states, \$3B annual revenue.
- **FTTH Expansion Strategy:** Assessed footprint expansion opportunity and built plan to construct an incremental 4M FTTH homes in adjacent markets for private equity / infrastructure fund buyers looking for a multi-year FTTH growth platform.
- **Deal Execution:** Developed transaction structure, financial models and marketing materials tailored to financial sponsors and strategic cable buyers. Led expert session management meetings throughout process.

EVP, Consumer Services**Jan 2021 – May 2022**

Promoted for the third time in 6 years to lead the Residential Division of Altice USA. Responsible for the Sales, Marketing, Product, Digital and Go-To-Market teams supporting the Optimum and Suddenlink-branded internet, TV, phone, and wireless businesses. Additionally, assumed responsibility for the Care and Customer Experience organizations with a mandate to improve operational performance and overall customer satisfaction. Reported to CEO and worked closely with key investment partners/shareholders including Altice's Chairman and majority owner.

- **P&L Responsibility:** \$7.8B annual revenue, \$750M operating budget, 4.6M customers in 21 states, 6,000 employees/contractors.
- **FTTH Construction, Commercialization & CX:** Led multi-year FTTH strategy to build 6.5M FTTH homes by 2025. Completed 1.5M FTTH homes across the NY metro area and grew new FTTH customers by over 100K. Delivered a 5 percentage point churn improvement, 8% ARPU lift and over 40% NPS improvement vs. comparable cable subscribers.
- **New Build Footprint Expansion & Penetration:** Successfully advocated for and maximized capital allocations to new construction builds, market edge outs, and public grant co-funded builds – 150K+ new homes annually. Selected areas to expand footprint based on competition, density, demographics, cost per home passed, and factors impacting construction. Drove sales and marketing strategy to generate 45%+ penetrations on released homes after 12 months, exceeding ROI thresholds.
- **Customer Service Operations Improvement:** Developed and implemented a “Customer First” operations plan to improve service delivery, lower aggregate customer contact rate, reduce cost to serve and reset customer expectations across all care channels.
 - Care Contact Center Improvement: Over 18 months, improved NPS +40 points (to positive NPS), Voice of the Customer +30% and 7-Day First Call Resolution +15% representing an +8 percentage point absolute improvement.
 - Redesigned contact center workforce management operation to deliver a consistent 30 second ASA.
 - Delivered 4 American Customer Satisfaction Index (ACSI) #1 rankings for the Optimum Mobile wireless service in 2022: #1 Overall Customer Satisfaction, #1 Call Center Satisfaction, #1 Website Satisfaction, and #1 Retail Courtesy and Helpfulness.
- **Sales Growth & Go-To-Market Strategy:** Streamlined marketing message, simplified offers, removed fees, and packaged compelling product value at all tiers of service. Developed logical upsell paths that support long-term ARPU growth. Orchestrated direct marketing and direct sales blitzes targeting DSL prospects & fiber winbacks.
- **Rebrand Strategy:** Led rebrand strategy to unify all of Altice USA's customer-facing brands to Optimum creating a powerful national brand, brought to life locally. The Rebrand provided a platform to reconnect with customers, communities, and employees while delivering a clear value proposition, operational efficiencies, and a unified customer experience.

- **Regional Sales Channel Expansion:** Over 12 months, opened 65 new retail experience center locations and doubled direct sales headcount, hiring over 250 new door-to-door salespeople, net of attrition. This expansion contributes over 75,000 incremental customer relationship sales annually and increases Altice’s local presence in communities served.
- **Product:** Led Internet + WiFi + Mobile offer, positioning and bundling strategy. Developed multi-year product roadmap and launched multi-gig speed tiers, WiFi 6, WiFi Extenders, Internet Security, and the Optimum TV App on Apple TV.
- **Strategy & Execution:** Implemented a top 20 program management office to prioritize top initiatives, define the KPIs that measure success, focus the organization, drive operational accountability, and instill an execution mindset.
- **Customer Experience & Digital Transformation:** Led digital investments with deeper back-end systems integrations of troubleshooting guides to create an ecosystem for self-help and to reduce the overall customer contact rate and cost to serve.
 - Led program to redesign customer web portal from ground up and to develop new iOS and Android customer app.
 - Simplified IVR self-help and payment flows so customers can more easily self-serve or reach an agent.
 - Drove billing project to simplify customer bill presentation and eliminate confusing and inconsistent charges.

SVP, Sales & Customer Acquisition Strategy Apr 2019 – Dec 2020
SVP, Sales Mar 2018 – Apr 2019
SVP, Inbound Sales & Retention Jan 2017 – Mar 2018

Responsible for Altice USA’s residential sales department including oversight of sales strategy and front-line execution. Inbound Sales, E-Commerce, Direct Sales, Retail (140+ locations), MDU, Partner Sales, and Sales Ops. Assumed responsibilities for offers, value proposition, and go-to-market in 2019. Played key role driving 10% internet customer growth 2017 – 2020, 400K net adds.

- **P&L Responsibility:** 1M customer relationship sales annually, \$350M operating budget, 3,000 employees/contractors.
- **Sales Growth:** Delivered a 2.5% internet customer relationship sales CAGR 2017 – 2020 across highly competitive footprint.
- **New Sales Channel:** Launched Partner Sales channel in 2019, growing from zero to over 40,000 sales annually.
- **Sales Performance & Efficiency Improvement:** Keeping expenses flat, drove sales productivity increases every year.
 - Inbound Sales customer relationship sales yield improvement: 6% CAGR 2017-2020.
 - E-commerce Sales customer relationship sales yield improvement: 16% CAGR 2017-2020.
 - Direct Sales customer relationship sales productivity-per-day improvement: 4% CAGR 2017-2020.
 - Retail Sales customer relationship sales yield Improvement: 7% CAGR 2017-2020.
- **Cost to Serve Reduction:** Eliminated millions of dollars in truck rolls by driving a 25 percentage point increase in self install sell-in over 12 months. Partnered with Field Operations to ensure jobs got installed the first time, driving higher completion rates.
- **Acquisition Offer Strategy:** Standardized offers, prices, tiers, and go-to-market strategy across footprint. Developed offer segmentation strategy based on two market profiles – fiber competition or no fiber competition.
- **E-Commerce Website & Buyflow Redesign:** Redesigned both the fixed and mobile websites from the ground up – technical architecture, front end user experience, buy flow funnel and back-end operation/integrations. Generated double digit gains in browsing time, click through and conversion rates from web visitor -> shopper -> confirmed order.
- **Retail Transformation:** Transformed Retail footprint from service-center style locations to retail experience stores that provide top-tier sales and customer service while evoking a positive direct relationship with the Optimum brand. Renovated 30+ locations to new design standards and for mobile phone presentation in 2019.

CHARTER COMMUNICATIONS – Stamford, CT (\$40B Annual Revenue, 27M Customers) 2016 – 2017

VP, Sales Support

- Led sales back-office integration efforts following the Charter Communications / Time Warner Cable / Bright House merger.
- Managed teams from 3 different legacy organizations, rationalizing roles and aligning functions. Standardized sales back-office call center operations, reorganizing 300 employees and eliminating ~\$15M of expenses in the first 120 days.
- Responsible for 1,800 contact center sales and back-office employees, 6 sites and 3 external BPO partners.

ADDITIONAL EXPERIENCE

VP, Sales Operations & Director, Finance at Time Warner Cable (Acquired by Charter Communications – May 2016)	2012 – 2016
Director, Operational Finance at Insight Communications (Acquired by Time Warner Cable – Feb 2012)	2009 – 2012
Associate, Investment Analyst at Ramius LLC (\$12B+ AUM Multi-strategy Hedge Fund)	2007 – 2008
Investment Banking Analyst at Robert W. Baird & Co. (Middle Market Investment Bank)	2005 – 2007

VOLUNTEER EXPERIENCE & BOARD MEMBERSHIPS

WICT Prime Access Mentor – <u>WICT Mentorship</u>	2020 – 2023
CTAM Board of Directors (<i>Cable & Telecommunications Association for Marketing</i>)	2019 – 2022
CTAM Educational Foundation Board of Directors (<i>Harvard Business School Cable Executive Management Program</i>)	2019 – 2022

HONORS & EDUCATION

2022 Cablefax 100 Top Power Players Honoree – <u>2022 Cablefax 100</u>	2022
Harvard Business School Cable Executive Management Program	2018
B.S., Business Administration, Washington & Lee University – Lexington, VA	2001 – 2005

Patrick Hildebrand
patrick.hildebrand@ezeefiber.com

(303) 710-3911

PROFESSIONAL EXPERIENCE

March 2023 – Present

Ezee Fiber, Houston, TX
Chief Development Officer

Dec. 2021 – March 2023
Intrepid Fiber, Boulder, CO
Business Development Lead

- Created a fiber to the home start-up backed by Brookfield Infrastructure Fund (BIF)
- Negotiated framework agreement with the first ISP customer (Fortune 50 company) to offer a Wholesale Fiber to the Home arrangement
- Lead on market expansion decisions including market competition, existing fiber, market demographics, capital assumptions, build ease (aerial vs. underground), and return on invested capital
- Primary lead on government funding including RDOF, ARPA, BEAD planning, determination of underserved/unserved markets, Grant submittals and responses, and partnerships with Co-op consultants
- Lead on MDU penetration plan including building access agreements and new building access technologies,
- Primary lead on securing CPCN licenses in over 20 States, obtaining ROW/Franchise agreements in municipalities, and responding to citywide RFP's for FTTH
- Worked closely with Engineering & Construction groups to negotiation lump sum turn key market specific construction agreements driving down the cost of fiber builds
- Developed SMB and Wholesale strategy for future revenue growth within the FTTH communities
- Worked with City Managers, Mayors, and City Planners within Municipal governments for opportunities to exchange fiber and conduit assets to reduce the cost of market builds
- Primary lead along with CEO in creating Logo, Website, and presentation material
- Developed Large Deal review and market fund requests to approve over \$100 million in new market expansion analyzing MOIC, Build Multiples, IRR, EBIDTA while including financial drivers such as inflation, contingency, penetration rates, etc
- Key decision maker on M&A analysis

Apr. 2020 – Aug. 2021

Unitek Global Services, Irving, TX
Executive Vice President – Commercial Operations

- Led the Business Development, Supply Chain, Bid Management, and FP&A organization for one of the largest Telecom Engineering and Construction Corporations in the United States
- Implemented new CRM system to track Activity, Pipeline/Funnel, and Results
- Created new Business Development team who had sold over \$23 Million in Telecom Construction to the largest Wireless, MSO's, and Wholesale Providers
- Led cost saving Programs which had reduced \$1.3 Million in CAPEX/NETEX annually
- Implemented Account Development Plans for our Sales Organization which included customer penetration strategies, driving new markets for UniTek, and led to new logo's within our corporation
- Led our corporate strategy in attacking new Rural Broadband markets based off to the Federal Funding through RDOF that subsidized Rural Broadband Construction throughout the Southeast
- Led UniTek's annual budgeting initiatives which incorporated Revenue Trends, Active Funnel, Cost Saving initiatives, and current operating expenses
- Key Decision Maker on new Capital Projects which included working with the Board of Directors on approving any large Capital Projects ranging from \$5 million to \$100 million
- Contributed to monthly Board Meetings discussing Company wide Pipeline/Funnel, Budget Forecasting, new sales initiatives, and Rural Broadband Projects
- Key decision maker on M&A analysis

Oct. 2017 - Apr. 2020

Zayo Group, Boulder, CO
Vice President – Product, Business Development, and Solution Engineering

- Led a team that has Sales Responsibility for roughly \$1.7 million of average quarterly sales spanning Products such as Waves, Dark Fiber, Private Dedicated Networks, IP, and Collocation
- Managed the Solution Engineering (SE) team providing custom telecommunication solutions and designs for large customers
- Effectively led the Fiber Product organization with responsibility over development of new products and new

- product features such as Private Dedicated Networks
- Key decision maker on large projects with capital approval and/or influence of projects over \$50 million. Capital assessments range from simple payback, IRR, NPV, and includes decisions on future revenue growth, presales on speculative investments, and managing capital budgeted forecasts
- Maintained Capex, Netex, and Opex budget with objectives to decrease expenses which included commercial negotiations with equipment manufacturers, 3rd party Outside Plant organizations, and other Telecommunication Companies to realize expense saving opportunities
- Key decision maker on large Merger and Acquisitions analyzing future cash flows, enablement of new markets, and expense synergies
- Leads a team which pursues opportunities to partner with utility, government, and education groups who require significant infrastructure support including fiber construction support and fiber network operations
- Led initiatives to increase sales from mega verticals such as International Carriers, Webscalers, MSO's, Datacenters, Wireless, Large Enterprise, and Wholesale including insights into competitive landscape, pricing strategies, and optimal solution for customers
- Led the Business Development Organization which assisted the direct sales team in closing Complex Deals and Pursuit Support including identification of solutions, developing/supporting RFP response and proposals, and negotiating contracts with larger, complex deals.
- Created a Targeted Account Program which serves to focus our Business Development and Sales Organization on Accounts with telecom growth opportunities, growth in markets, likely winning price points, and preferred customer required products

Dec. 2010 – LEVEL 3 Communications. London, England and Broomfield, Colorado
Oct. 2017 Senior Director Commercial Services and Offer Management Europe (2016 to 2017)
Senior Director Commercial Services United States (2010 to 2016)

- Successfully led a Commercial Services organization which had responsibility for Global Solutions for European Customers, who's targeted customer base was Wholesale, Large Enterprise, Wireless, and Webscalers spanning the largest markets in Europe
- Led a team which had responsibility for contract negotiations with a goal of striking a balance between customer requested commercial terms and lessening negative contractual exposure to Level 3
- Offer Management team assisted in increasing sales 18% from 2016 to 2017 with Sales reaching \$13.7 Million monthly reoccurring in 2017
- Had decision authority and influence over \$100 Million of annual Capital Budget which was deployed on success based and speculative capital projects
- Team had authority over pricing and customer offers utilizing tools to reach a balance between competitive offers and gross margin, return on invested capital, EBITDA, NPV, and IRR
- International experience (2016-2017) leading Global teams tasked with Commercial decisions on new deals, contract negotiation, and RFP responses

July 2000 – LEVEL 3 Communications. Broomfield, CO
Oct. 2010 Senior Director – Wholesale Markets Group

- Lead a team that provides operational oversight for the Converged Carrier and Wireless, Foreign Carrier, and Government Sales channels generating \$1 B in annual revenue
- Lead the Order Entry, Service Delivery, and Program Management Orgs with oversight of \$9M budget and accountability for performance objectives, product quality, and account life cycle management
- Served as key integration leader in several M&A's including; WITel, Broadwing, Telcove and Progress affecting 1,000 + employees, meeting budget and headcount goals by assisting in the consolidation of legacy teams, manage OPEX initiatives, and executing on synergies between organizations
- Team established and maintained operational ownership and relationships for Level (3)'s top customers including Verizon, T-Mobile, France Telecom, British Telecom, and AT&T
- Coordinated service improvement plans, operational reviews, and customer scorecards

EDUCATION

Bachelors Degree in Business Management from the University of Colorado.

~~CONFIDENTIAL~~ EXHIBIT 2
M 9/6/24 Financial Capability

Confidential Exhibit 3 includes the financials of Applicant. Public disclosure of this information would be detrimental to Applicant's business operations. This information is intended to be and is treated by Applicant as private and has not been publicly disclosed. Applicant hereby requests confidential treatment under Florida Administrative Code Rule 25-22.006.

Confidential Exhibit 3 includes:

- A document signed by the CEO of Applicant affirming that the financial statements are true and correct. Applicant does not have a CFO or corresponding officer, so no such individual signed this document.
- A Balance sheet for the end of September 2023
- An income statement for January 2023 to September 2023