

Topic: Leveraging Aggregator Partners for eCommerce Growth

Summary:

The West Region of Frontier Communications has developed its own regional eCommerce solution and is seeing strong results. Topics that will be addressed include online portal development, search management, alternate marketing programs and sales conversion.

Discussion Leader: Jack Yovanovich, West Region Director of Marketing, Frontier Communications



Jack Yovanovich has led the sales and marketing efforts for the West Region of Frontier Communications for the past seven years. He has previous experience in the eSupport and personal computing industries with a proven record of implementing and driving successful programs for both large and small companies. He has an MBA as well as an engineering degree from the University of Texas at Austin, and is currently based in Elk Grove, California, just outside Sacramento.

On a personal note, Jack is looking for paid speaking engagements or other side jobs as he has a daughter who will be attending Cal Poly, San Luis Obispo this fall. His interests include Junior Achievement, at-risk youth mentoring, Special Olympics and positive psychology.