

Topic: IoT Opportunities for Service Providers

Almost 2/3 (61%) of respondents in the '2020 BMMA Consumer Research' reported having 1 or more smart home devices in their home, up from 51% in 2019. For years, service providers have eyed this market, with the hope of leveraging their assets, consumer relationships, and brand recognition to build a smart home experience that appeals to their subscribers.

BMMA members are invited to join this Hot Topic Webinar to learn more about recent market research into the 'IoT space' and to gain some insights into the strategy of a leading service provider, as they investigate options for expanding their service offerings into this brave new frontier.

Speaker: Joe Johnson, Vice President – Kinetic Product Development & Management, Windstream



Joe Johnson is Vice President, Product Development and Management for Windstream. He is responsible for developing the consumer & business product development roadmap including all Data, Voice, Entertainment, and Digital products for the Windstream consumer business unit. Previously, Joe served as Vice President, IT Architecture & Transformation for Windstream where he was responsible for developing Windstream's five-year IT strategic roadmap, launching the company's "Lead to Cash" initiative, and developing and managing the Enterprise Architecture team.

Before joining Windstream, Johnson served as Assoc. Director of Product Marketing for AT&T Mobility, Director of Devices and Accessories and Director of IT architecture for Allied Wireless Communication Corp., Management Consultant for Magmic Inc., and Director of Online Sales and Marketing for Alltel Wireless, among other IT roles.

Johnson is a graduate of the Missouri University of Science and Technology.

Speaker: Steven Offerein, Business Development Manager, Consumer Business Unit, F-Secure



Steven joined F-Secure earlier this year and is working on engagements with ISPs, router manufacturers and industry groups around the globe. Prior to F-Secure, Steven worked for various large ISPs in the Netherlands and most recently in the UK where he headed up the Consumer Product team for TalkTalk and was responsible for a wide range of products including routers and security. He has extensive experience in monetizing Value Added Services and has been up-close to the changing consumer attitudes regarding Security and Privacy.

Speaker: Stan Romero, Vice President – Broadband, ResearchFirst, Inc.



Stan Romero is a 30 year Telcom veteran with experience in Engineering, Marketing & Product Management as well as consulting in the areas of Marketing, Broadband Services, and Market Research.

Stan holds a BS Degree from Harding University and an MBA from the University of New Orleans.

Stan recently moved to Sarasota, FL to enjoy time with his family, tennis, golf & fishing.