



## **SatCom Hires Robert Ormberg as Business Development Officer**

BROOKLYN PARK, Minnesota — SatCom Marketing, a US-based call center with offices in Minnesota and Florida, today announced that Robert Ormberg has joined their executive team as Business Development Officer.

“I am looking forward to bringing my 35 years of experience in the telecommunications industry to SatCom to grow new business while continuing to provide unmatched contact center services,” Ormberg says. “Relationships are the key to understanding an organization holistically and meeting their unique needs through sales and marketing.”

“I also believe that the customer experience plays a huge role in the success of businesses in the broadband industry,” said Ormberg. “SatCom has almost 30 years of success in this space and an incredible reputation. I know this first hand, having trusted them with my marketing efforts as a client.”

With 14 years on the board of the National Cable Television Cooperative, including serving as chairman for 2018-19, Ormberg brings a wealth of negotiation experience and broadband industry expertise to SatCom. His industry connections pave the way for continued profitability and sustainability as SatCom expands with a third call center in South Dakota.

Ormberg previously spent 22 years working for GCI Liberty in Alaska, where he held numerous roles in sales, marketing, contract negotiations and product development. Outside the telecommunications industry, he also serves on the board of First Layer Health in Delano, MN.

Philanthropically, Ormberg served as the fundraising chair for the Alaska Academic Decathlon for 19 years. During his tenure as chair, AAD raised over \$3 million in college scholarships for Alaska’s First Peoples. He served as den leader for Cub Scouts Pack 111 from 2004 to 2019.

“We are excited to add Bob Ormberg as a member of our team,” said Dale Wunderlich, President and CEO of SatCom. “Bob is well known and respected

throughout the industry and his high level of industry knowledge and expertise will make Satcom Marketing and our clients better and more successful.”

Launched in 1993, SatCom Marketing, LLC is a 100% US-based contact center services provider for the broadband and telecommunications industry. Specializing in outbound sales, inbound sales, survey work and lead generation, SatCom trains its sales consultants in consultative and assumptive sales techniques to ensure the highest return on investment for its clients. By training homegrown talent and promoting internally, SatCom delivers on its mission of delivering quality sales and meaningful customer interactions for its clients.