



<b>POSITION</b>	<b>VICE PRESIDENT MARKETING</b>
<b>REPORTS TO</b>	Matthew Weller, President & Board Member
<b>DATE</b>	January 2023
<b>LOCATION</b>	Hybrid
<b>MORE INFORMATION</b>	<a href="http://www.allwest.com/">http://www.allwest.com/</a>
<b>SEARCH CONTACT</b>	Andy Lane @ CFS Partners m/t +1 414 807 4085 e <a href="mailto:andy@criticalfacility.com">andy@criticalfacility.com</a>

### COMPANY OVERVIEW

Headquartered in Kamas, Utah, All West is a fiber-based provider of data, video, and voice services to residential, commercial and carrier customers in Utah and Wyoming. Founded in 1912, All West has continued to evolve and adapt its technologies to pursue its core mission: connecting people to what matters most. All West's success story began in 1912 when a group of farmers, ranchers and businessmen used their tenacity and vision to pioneer the Utah and Wyoming Independent Telephone Company. Through persistence and hard work, they constructed a phone line from Evanston, Wyoming to Randolph, Utah and provided the communities along this route with a much-needed means of communication.

In the ensuing decades, Utah and Wyoming Independent Telephone Company experienced many challenges and underwent mergers with other local telephone companies. While the name eventually changed to All West, what lives on is the pioneering spirit of our founders. All West continues to venture into new technological territories, growing from being solely a telephone company to becoming a multi-faceted communications provider bringing internet, TV Streaming and phone services to rural areas of northeast Utah to southwest Wyoming. All West's goal is to provide world-class services with the care and attention you can only get from a local company.

### FUTURE

Under the leadership of Matthew Weller, President and Board member, All West is entering a new chapter of growth investing in Fiber To The Home (FTTH) focused on growing metropolitan areas in UT and WY. With the recent acquisition and investment by NovaCap, a leading TMT private equity firm, All West is expanding existing markets and growing into new markets at a dramatic rate. They already possess a competitive advantage from a fiber ownership, brand recognition, and customer service orientation against the national and regional competitors.



This continued transformation of All West into a leading broadband provider will follow Novacap's precedent success with other digital infrastructure portfolio companies - Fibrenoire, Oxford, FirstLight, Horizon, and Stratus Networks. The partnership will accelerate All West's mission of providing fast, reliable, fiber-based local Internet services to its customers by expanding its footprint, enhancing its capabilities, and ensuring rapid network deployment.

"The demand for faster speeds, a wider range of services and pricing options is growing every day. This is an exciting partnership that will help us pursue significant growth opportunities. We have found in the Novacap team partners who bring expertise on both the management and product sides," said Matt Weller, All West's President. "We are very excited about entering several new markets in the near future with the collaboration of Novacap and its team."

### DATA

#### Office Locations -

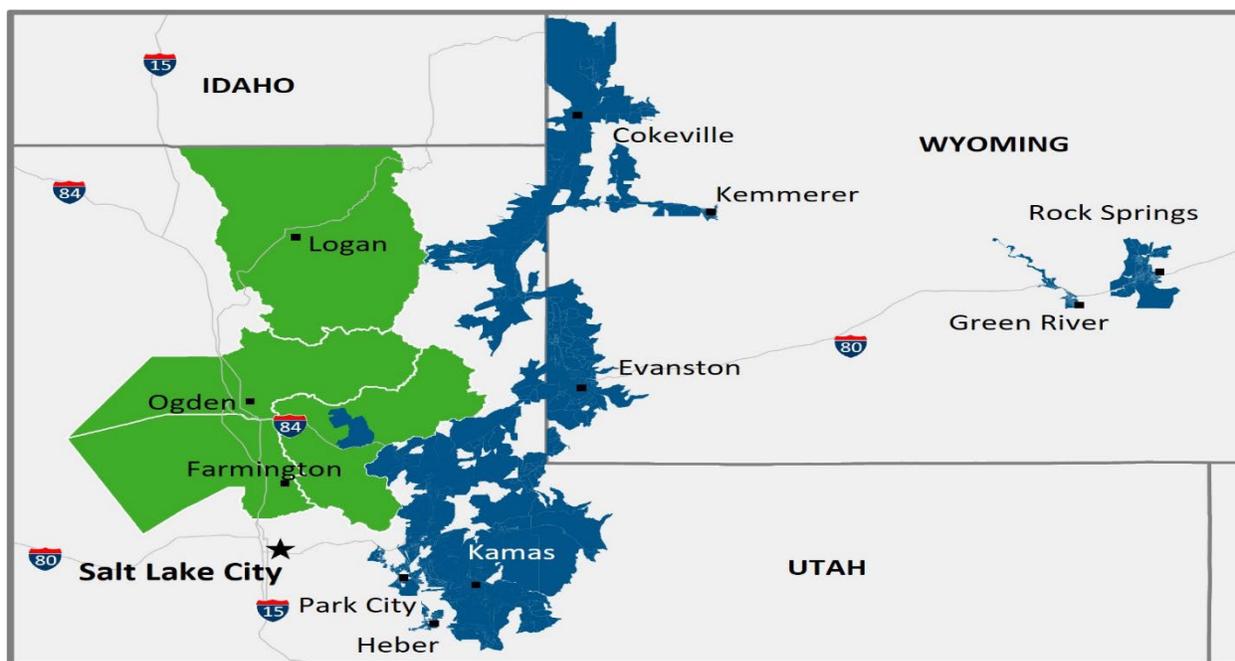
- Kamas, UT (Headquarters)
- Coalville, UT
- Evanston, WY
- Rock Springs, WY

#### Key Network Metrics

- 2512 Route Miles
  - (387 coax / 844 copper / 1280 fiber)
- 20,000+ unique customers
- 42,000+ passings
- 200+ circuits

### COVERAGE MAP

All West's regional coverage offers more than 2,500 route miles across the Wasatch Back in northeastern Utah (with more growth planned on the Wasatch Front, Tooele and Cache Valley) to southwestern Wyoming.



■ Expansion Counties   ■ Existing Territory   — = 10 miles



## SERVICES

### Residential & Small Business

Residential Services –

[Internet](#)  
[TV Streaming](#)  
[Phone](#)

Business Services –

[Business Internet](#)  
[Business Phone](#)  
[Hosted PBX](#)

## LEADERSHIP TEAM



**MATTHEW WELLER**  
President & Board  
Member

[LinkedIn Profile](#)



**JENNY PRESCOTT**  
VP/Accounting,  
Finance & Human  
Resources

[LinkedIn Profile](#)



**KARA REBER, PHR**  
Human Resources  
Manager

[LinkedIn Profile](#)

## FINANCIAL PARTNER



Founded in 1981, Novacap is a leading North American private equity firm with over \$8B of AUM that has invested in more than 100 platform companies and completed more than 150 add-on acquisitions. Applying its sector-focused approach since 2007 in TMT, Industries, and Financial Services, Novacap's deep domain expertise can accelerate company growth and create long-term value. With experienced, dedicated investment and operations teams as well as substantial capital, Novacap has the resources and knowledge that help build world-class businesses. Novacap has offices in Brossard, Québec, New York, NY and Toronto, Ontario.

<https://www.novacap.ca/en/>



## PRESS ROOM

December 2022 - [Farmington Welcomes Fiber](#)  
November 2022 - [All West Partners with Novacap to accelerate broadband growth](#)  
May 2022 - [All West recognized as Best of State Telecommunications Service](#)  
April 2021 - [Growing fiber network delivers reliable internet to rural areas](#)

## BLOG

All West provides local business, consumer, News you can Use, and fiber construction updates on a regular basis. For example –

December 2022 - [December 2022 Construction update](#)  
October 2022 - [Prepare your WIFI Network for Holiday Guests](#)  
October 2022 - [How to Sign UP for eBilling and AutoPay on SmartHub](#)

## CULTURE & VALUES

All West believes in neighbors serving neighbors and is dedicated to creating opportunities in the communities they serve. All West delights in making every connection count. We collaborate, we solve problems, and we delight our customers.

All West loves their communities—from Heber, Utah to Rock Springs, Wyoming. They believe in supporting local non-profits, community events, and neighbors. Therefore, every year All West gifts over \$50,000 to the community. They sponsor more than fifty local events and provide a generous scholarship program to graduating seniors continuing on to post-secondary education. Above all, they would love to help support your favorite cause or organization.

## CAREERS

All West is a locally-operated, mid-size company with big ideas, big goals and a big heart. You would be helping connect people to each other and the world. You would be part of the latest technology innovations and providing an exceptional customer experience. You would feel good about the more than 50 local events All West sponsors each year. And as a mid-size company, one person can have a lot of influence. You can make your job yours. We collaborate, we solve problems, and we delight our customers.

For over a century, success at All West has been driven by each employee's commitment to do his or her best—for the customer, company and each other. At All West, we encourage everyone to work together. We value the perspectives that each of our employees brings. We strive to enable each of our employees to contribute to the success of All West and to reach their full potential. All West provides an environment of respect and “open door” conversations—with all levels of leadership—for idea sharing and problem-solving. No idea is too crazy. No question too absurd.

<https://www.allwest.com/company/careers/>



## **VICE PRESIDENT OF MARKETING**

Reporting to Matthew Weller, President & Board Member, the Vice President of Marketing (VPM) will apply their considerable telecom marketing capabilities to All West's broader business interests. Primary to the VPM's initial charters is the authoring and execution of All West's customer and revenue acquisition strategy for All West's FTTH growth initiative. All West has already established a very strong competitive position across their existing markets which provides great confidence in the leverage and significance of the FTTH market growth opportunity. This is reflected in NovaCap's capital investments planned which creates a high profile role with expectations to impact revenue and resulting corporate valuation. The VPM will communicate extensively across the organization's leadership to develop a cohesive and concise go-to-market marketing plan to acquire consumers at or above the targeted rate of market penetration and capture.

### **CHARTER**

The practical charter of the VPM is to capitalize on his/her telecommunications marketing history, leveraging All West's legacy of success, to achieve demonstrable competitive advantages and success as a whole, but in particular, in the FTTH B2C initiative. Initial knowledge acquisition will include –

- Who are the key market players in the FTTH market in region?
- Which are the micro regions expected to adapt astonishing growth?
- What are the regional growth trends, adoption demographics, and pricing strategies?
- Determine the Voice of the Customer and understand the methods of reaching the influence able, ready to buy segment
- Inventory the specific applications and use cases of FTTH in All West's target markets
- Identify the most effective marketing methodologies, tools, and technologies to reach this target audience
- Achieve remarkable and enduring customer experiences with All West
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### **REQUIREMENTS**

The VPM requires a highly-energetic and charismatic marketing thought leader with demonstrated experience achieving telecommunications market growth objectives. He/She is expected to create an environment of innovation and inspiration made evident for the sales, operations, and finance organizations. He/She will effectively leads by example in the continuation of All West as a world class, customer-first sales and service organization. This requires the VPM to:

- Be strategic, think around corners, organize the team, interact with industry influencers, decision makers, existing clients, and targeted prospects



- Demonstrate the ability to be consultative and a doer / executer. Be the behavior you expect from your colleagues and constituencies
- A subject matter expert who can break down the go-to-market of All West’s value proposition across a distributed audience, internally and externally
- Break the strategic plan down to measurable Key Performance Metric ingredients of product development, target audience identification, voice, campaign development, campaign management, effective reach, differential measurement, and adjustment plans
- Prepare All West’s culture to expect success in winning diverse consumer relationships by delivering highly customizable and flexible solutions necessary to compete in a highly competitive market
- Navigate growth scale maturity challenges and opportunities by making decisions quickly. Have the courage to make mistakes fast, once, correct, and move forward

### **DUTIES & RESPONSIBILITES**

- Design, plan, and execute effective marketing campaigns in line with the FTTH plan & determining metrics to measure campaign effectiveness
- Build brand awareness and generate innovative ideas to promote the FTTH product
- Create multifacted content strategies based on the business objectives, category focus and audience segment through all channels (online/offline/social)
- Design and coordinate comprehensive promotional campaigns, PR and other marketing efforts across channels (digital, radio, TV, social media, billboards, press, door-to-door, etc.)
- Monitor, scrutinize, and improve marketing campaigns as needed.
- Build a highly efficient team of marketing professionals and drive effective coordination with other teams to ensure the smooth delivery of marketing initiatives
- Direct and support market research collection, analysis, and interpretation of competitive market data for short and long-term market forecasts
- Identify competitors and evaluate their strategies and positioning and devise counter-strategies
- Collaborate in the development and management of the marketing budget
- Oversee and set goals for internal teams, both long and short term.
- Provide the President with metrics and business cases offering investment options and scenarios
- Build long term relationships with employees, customers, municipalities, partners, alliances, officials and other stakeholders

### **DESIRED EXPERIENCE**

- Demonstrated marketing thought leader who has successfully built, scaled and led high performing marketing teams
- Proven design and implementation of successful marketing campaign(s) to include end-to-end product, campaign, and project management
- Highly analytical, flexible, and adaptive out-of-the-box thinker with outcome oriented problem-solving skills.
- Someone who will not only execute in the trenches, but also provide strategic leadership, from a market and product perspective, to the executive team and investors
- Demonstrable experience in creating marketing strategies and implementing effective plans as well as managing a sizeable marketing budget



- A relationship building expert who can evolve historically consumer based transactional relationships into valued, trusted, and enduring business partnerships.
- Command of expertise and knowledge across brand marketing, PR, content management, digital marketing & performance marketing
- Utilization of multiple and modern media tools and techniques to include press, advertising, events, radio, web, SEO optimization, ecommerce, published materials, and alliances
- In depth knowledge and utilization of market research and data driven decision making
- Sense of ownership and pride in your performance and its impact on company's success
- Critical thinker with exceptional time, project, and organizational skills
- Excellent written & verbal communication skills to interact with effectively with internal and external stakeholders

### KEY QUALIFYING CRITERIA

**Precedent** – Demonstrated history of telecom (FTTH specific) marketing product and campaign development resulting in oversight of successful execution that exceed projected target outcomes.

**Breadth** – Maturity of perspective and related utilization command of on and offline marketing tools, technologies, and techniques necessary to reach intended audiences.

**Analytics** – Ability to plan, track, and report on campaign effectiveness and make adjustments accordingly to achieve desired customer and revenue acquisition outcomes.

**Executive Leadership** – Ability to communicate effectively across the organization in order to obtain information, increase effectiveness, and collaborate for success.

**Growth** – Prior experience in a high business growth environment where a lean, entrepreneurial, self-accountable, fast decision making culture is embraced and essential.

### WHY CONSIDER THIS OPPORTUNITY WITH ALL WEST?

**Chapter** – The Fiber to the Home product growth is the highest visibility business initiative for All West. The business is poised for growth on multiple fronts and the whole of the company and investors are keen to watch the success of this initiative as a launchpad for others.

**Impact** – The VP Marketing's effectiveness in market share capture in the target region will dramatically impact All West's FTTH ROI and resulting corporate valuation. Further, the FTTH product is but just the first of many initiatives Matthew Weller has in mind for continued growth.

**Leadership** – This an opportunity to join an established leadership team poised to capitalize on a massive growth opportunity where your intellectual capital and precedent success will be embraced and valued.

**Financial Strength** – All West is supported by NovaCap which provides the financial resources, business strategy, and precedent experience navigating extraordinary capital investment that fuels business growth chapters.



**Future** – The combination of the FTTH market capitalization, All West’s legacy and private equity backing creates an immense foundation for the VP Marketing’s near and long term growth, professionally, financially, and personally.

**Culture** – All West’s culture reflects a team-focused on the mantra “grow, strive and thrive”. All West is committed to customer and community care. Communications are quick and transparent across the team to identify and solve roadblocks to positive business outcomes.

## **COMPENSATION & BENEFITS**

The compensation package will be determined relative to the final candidate’s current circumstance and specific requirements. The package is expected to include a competitive base salary, annual performance bonus, equity, and benefits package to include medical, dental, short-term disability, life insurance, AD&D, 401k, and PTO.

All West has been a finalist twice for the Utah Ethical Leadership Award, something only ten organizations are honored with. As an Equal Opportunity Employer, it is their policy to provide promote equal employment opportunity to all employees and applicants in accordance with local, state and federal laws and regulations governing personnel activities. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, disability, veteran status, national origin, sexual orientation or gender identity. In that same vein, All West Communications administers all employment practices in a nondiscriminatory manner.

## **SEARCH PROCESS**

Following a thorough exchange of information relating to company information, resume, and key qualifying criteria, CFS Partners anticipates recommending a short list of candidates to Matthew Weller, President, in Mid January, 2023. Finalists will subsequently meet with members of the Leadership Team. The interviews will be a mix of videoconferences and in-person meetings. The selected finalist will be presented with a compelling and competitive financial and professional growth offer contingent on background check and thorough references.