



FOR IMMEDIATE RELEASE

OptConnect's Nicole Gowans Recognized as 2023 SAMY Award Winner

(KAYSVILLE, Utah) January 17, 2022 – OptConnect, a longtime leader in fully managed wireless services, today announced that Nicole Gowans, Creative Services Manager at OptConnect, has been recognized as Marketer of the Year by Utah Business Magazine. The SAMY (Sales & Marketer of the Year) awards recognize Utah's top sales and marketing professionals who have had a significant and measurable impact on their company's bottom line.

“Nicole has been pivotal in helping us expand into new and profitable markets by helping create the brand direction and market-specific messaging needed for each new market and vertical,” said Kevin Dalton, CXO at OptConnect. “Nicole is a top-tier marketing professional that is worthy of recognition. She is immensely creative and brings her diverse skillset to every project she touches.”

Gowans joined OptConnect in February of 2018 as a Graphics Designer and demonstrated strong creative development and execution across all the many projects she was involved in. She was promoted to Creative Services Manager where she is responsible for all creative and brand elements across the company. In her role on the Marketing Team, Nicole is responsible for handling all things creative. This includes a wide range of projects and initiatives including all graphic design, video content, print and digital marketing, internal and external branding, email marketing, and much more. Nicole is constantly looking for ways that she can help others by delivering the very best creative work possible to drive sales, increase leads being generated, and support the larger organizational goals. She plays a vital role in promoting the business and mission of OptConnect.

Gowans is OptConnect's first marketing employee to be recognized by the SAMY awards.

“I am humbled and grateful to be a recipient of the SAMY award,” said Gowans. “I have been so fortunate with the incredible leaders and mentors helping me to progress at every stage of my journey. I am extremely proud of everything the small, but mighty OptConnect marketing team has accomplished over the last 5 years. I am excited to see where we can go from here!”

SAMY winners will be featured in the January issue of Utah Business Magazine and will also be honored at a luncheon at the Grand America on Tuesday, January 17th. To view a full list of 2023 SAMY winners, visit https://www.utahbusiness.com/2023-sales-and-marketers-of-the-year/?uid=soc_facebook_post_feature_011023samyhonorees&utm_source=facebook&utm_medium=social&utm_campaign=feature&utm_content=link&fbclid=IwAR2usPoBOiuuRS0uPTxtRa6mNPYo65WdZ61drxdxdSI9Qk3i3fmZCGGwbU.

For more information about OptConnect, please visit <http://www.optconnect.com>.

About Utah Business Magazine



Utah Business magazine is Utah's only statewide business publication. Olympus Publishers produces the monthly Utah Business magazine; an annual Book of Lists, comprehensive information and rankings about the state's industries, from accounting firms to web designers; the annual Business Utah, the official publication of Utah's Governor's Office of Economic Development; and the quarterly Wasatch Digital iQ magazine, which connects Utah's business and technology community and delivers a Daily iQ e-mail news service. For more information, please visit <http://www.utahbusiness.com>.

About OptConnect

OptConnect is North America's leading provider of managed service wireless connectivity for ATMs, Smart Safes, Kiosks, Micro Markets, Digital Signage, and many other IoT/M2M applications. OptConnect provides a secure and reliable monitored wireless connection to the Internet for unattended equipment that is easy, low-risk, and convenient: All supported by a superior customer service infrastructure. OptConnect has spent 13+ years perfecting managed wireless services so that customers can focus on their core business strengths without having to deal with the delays, complexities, and frustrations of typical cellular deployments. OptConnect's fully managed solution provides Connectivity-as-a-Service for M2M and IoT applications that are simple and easy to implement.

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Media Contact

Kevin Dalton

Chief Experience Officer

OptConnect

(801) 991-1411

kevin.dalton@optconnect.com