



FOR IMMEDIATE RELEASE

OptConnect's Kevin Dalton Recognized as CXO of the Year by Utah Business Magazine

(SILICON SLOPES, Utah) June 17, 2022 – OptConnect, a longtime leader in managed wireless services, today announced Kevin Dalton, Chief Experience Officer at OptConnect, has been recognized as CXO of the Year by Utah Business Magazine. The CXO of the Year Awards recognize members of the C-suite who are changing the way companies do business for the better.

Kevin started with OptConnect in November of 2017 as Director of Marketing. He was tasked with building OptConnect's marketing strategy as the company grew into many new markets. In the four years he has been with OptConnect, Kevin has climbed the ranks and was appointed CXO in September of 2020. In his current role he is responsible for supporting the sales team in growing the business while also shaping and improving the customer experience. Kevin manages all of OptConnect's customer facing teams (outside of the sales team), which include the marketing team, customer care team, and operations team.

"Kevin's approach to leadership is all about bringing humanity into everything he does," said Chris Baird, CEO of OptConnect. "He understands how people think and view the world and is in turn able to pay attention to how things are going to be perceived which is extremely helpful in thinking about the customer experience. As a member of the C-Suite, Kevin brings in a lot of experience from small business to enterprise level companies. He is passionate about his role and has confidence in our employees whom he inspires and motivates."

In Kevin's role, he has a hand in driving and enhancing the customer experience across all key functions of the business. Ultimately, Kevin makes sure that OptConnect is uniform and well positioned on all fronts and puts the customer experience first in every decision we make. Kevin's influence was also recognized in October of 2019 by OptConnect's Private Equity Firm, Graham Partners, who honored him with the Employee Impact Award. This award recognizes the top two employees who made the biggest impact across all of their 14 portfolio companies and thousands of employees.

"As team leaders, C-suite executives make the hard decisions that impact daily operations as well as the long-term vision of their companies," said Mekenna Malan, Assistant Editor at Utah Business Magazine. "Developing the strategies behind company success in an ever-changing world is no small task, but these distinguished individuals are forging ahead with veracity and tact."



Details about the CXO of the Year Awards and the list of winners are available at <https://www.utahbusiness.com/2022-cxo-of-the-year/>. For more information about OptConnect, please visit <http://www.optconnect.com>.

About Utah Business

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 10+ 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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