



FOR IMMEDIATE RELEASE

OptConnect's Eric Smart Recognized as 2022 SAMY Award Winner

(SILICON SLOPES, Utah) January 28, 2022 – OptConnect, a longtime leader in managed wireless services, today announced that Eric Smart, Key Accounts Executive at OptConnect, was recognized as Sales Professional 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.

"We are incredibly proud of Eric for being recognized for his hard work and leadership," said Wayne VandeKraak, Chief Sales Officer at OptConnect. "Eric is a team player who works to ensure that everyone around him is as customer-focused and goal-driven as he is."

Smart joined OptConnect in September of 2017 and quickly moved up from Inside Sales Associate to Key Accounts Executive. In his current role, Eric is responsible for maintaining relationships with OptConnect's top customers while also focusing on growing those top accounts. He does so by selling with integrity, leading with passion, and managing customers with his in-depth knowledge of the connectivity business.

"I am truly honored to be a recipient of the SAMY award," said Smart. "I feel very fortunate that I had such great examples and mentors along the way that helped me to become the sales professional I am today."

Smart is OptConnect's third sales employee to be recognized by the SAMY awards over the years.

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 Friday, Friday January 28th. To view a full list of 2022 SAMY winners, visit <https://www.utahbusiness.com/2022-sales-and-marketers-of-the-year/> 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 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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Media Contact

Kevin Dalton

Chief Experience Officer

OptConnect

(801) 991-1411

Kevin.Dalton@OptConnect.com