

Managed Wi-Fi Market Update: What are Cable MSOs offering their subscribers?

According to Parks Associates, more than half of American consumers experience issues with their home Wi-Fi connection. As a service provider, consumer Wi-Fi issues tend to drive higher overall support costs. In response, Managed Wi-Fi has become a hot topic for most North American service providers, including cable MSOs. Join this session to learn more about what your competitors are doing around Managed Wi-Fi.

Speakers: Lesley Kirchman, Head of Marketing, Actiontec Electronics

Greg Owens, Product Marketing Director, Calix

Jake Sailana, Director of Product Marketing, Zyxel



Senior Director of Corporate Marketing for Actiontec Electronics, Lesley Kirchman is responsible for all aspects of marketing, corporate brand, social media, and user experience.

Lesley is the found and editor in chief of CrossTalk, an award-winning online publication designed for telecom providers and the broadband industry. Updated daily with the latest market news and research, CrossTalk helps telecom and broadband leaders better understand the market and consumer trends impacting their business. She also launched Actiontec's whitepaper campaign, focused on providing market analysis and technical details on a range of current and emerging broadband trends.

Lesley is married with two children, Nico (10) and Izzy (7) and is a girl Scout Leader, Boy Scout Volunteer, and Room Mom.



Greg Owens has more than 25 years of ICT industry experience, with much of the last five years focused on Customer Experience Management (CEM). As Product Marketing Director for the Calix Customer Premises portfolio, Greg drives all aspects of marketing — from strategy, positioning and messaging development to market launch and campaign leadership.

Prior to joining Calix, Greg was Senior Director of Global Marketing for the Motive portfolio of CEM Solutions at Alcatel-Lucent. During 15 years with Alcatel-Lucent (before they were acquired by Nokia), Greg also held positions in solutions marketing, customer marketing, media/analyst relations, and marketing communications.

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Greg also had a brief (11-month) stint — after Alcatel and before Calix — as the Director of Global Marketing for ProSlide, the world's largest designer and manufacturer of water slides, like the ones found at Disney, Six Flags, Great Wolf Lodge, and other water parks around the world. Who knew that the world's largest water slide company was based in Ottawa, Ontario, Canada?

Greg lives in Ottawa with his wife and three teenage daughters. In his spare time he loves to travel, play golf (when the weather allows) and play the drums (as loudly as possible).



Jake has been a part of the Zyxel team for over 12 years, during which he has been actively driving tech. alliance management, market development, product messaging and promotions for the service provider and channel markets. Jake holds a Master's in Computer Science and Business Management from Michigan State University. He has authored several articles in prominent technology publications, and has served as media spokesperson for Zyxel.