

Topic: Launching Google WiFi as Cincinnati Bell's Primary Gateway

- Starting relationship with Google and goals of relationship
- Obstacles to overcome of using a non-customized gateway as your primary gateway
- Review preparation of the launch and employee/customer trials
- Discuss complications of working with a business that does not normally work with telcos
- Obstacles that Cincinnati Bell is still trying to overcome

Speaker: James Backus Jr., Senior Product Manager - Cincinnati Bell



I have worked for Cincinnati Bell for 10 years. Starting in our sales call center, I proceeded to work in our Knowledge Management group. I have worked in Cincinnati Bell's product management group for almost 5 years. While in Product Management, I have overseen various consumer and business products/strategies: Home Phone, Internet, Sales, Retention, and Price Increase Strategy.

I am happily married to my beautiful wife Jessica of 10 years. We have beautiful 2 girls (Brettlynn and Remiah) and 1 son (Crosley). In the limited free time, I like to golf and bowl.