

Presentation: TDS VAS Bundling Strategy, Wi-Fi, and IoT

Casey will walk through a brief history of VAS at TDS, the success of their bundling strategy, how they have recently shifted their focus to Wi-Fi, and how they plan to address IoT.

Presenter: Casey Thompson, Manager of Product Development, TDS Telecommunications



Casey Thompson is a Product Development Manager with TDS Telecommunications. During his 16-year career at TDS, Casey has managed various sales, service, and customer-retention teams. For the last 5 years, Casey has led TDS' product initiatives and established development roadmaps for value-added services, including Wi-Fi, Internet security, home network protection and premium technical support. In his spare time, you'll find Casey delighting customers at the bustling café he owns in downtown Madison.