

Presentation: The Transition and Marketing of A New Streaming Service

More service providers are looking to get out of the broadcast TV market and moving to Over-the-top (OTT) video services. The mobile nature of OTT allows subscribers to watch videos on smartphones, tablets and TVs, and requires a fast, reliable Internet connection.

Hear how Nex-Tech, Kansas broadband company, launched its new TVNow service, and the marketing efforts to make the launch a success!

Presenter: Dustin Schlaefli – Director of Customer Engagement, Nex-Tech



Dustin Schlaefli is the Director of Customer Engagement for Nex-Tech. In Dustin's twenty years, he has led the Marketing team through Nex-Tech's growth and expansion to be a full-service telecommunications and wholesale provider. In his current role Dustin directs the strategic marketing, retail sales and customer service activities for Nex-Tech. Most recently, he lead the creative and advertising teams to expand into offering marketing services for various business customers, including communications providers.

Dustin holds a B.B.A. in Marketing and a M.S. in General Communications from Fort Hays State University.

Dustin currently serves on the NTCA Marketing Committee. He is active in the Hays community and serves as an Ambassador for the Hays Area Chamber of Commerce, Hays High School Athletic Booster Club and board member for Big Brothers & Big Sisters of Ellis County.