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Surf Internet Appoints New Leadership with Brent Williams as COO and Jay Campbell as VP of Sales

ELKHART, Ind. (May 20, 2024) – Surf Internet®, a leading provider of fiber-optic internet services in the Great Lakes region, is pleased to announce the appointment of Brent Williams as its new Chief Operating Officer (COO) and Jay Campbell as the new Vice President of Sales. These strategic appointments reflect Surf's commitment to expanding its leadership team with top industry talent to drive continued growth and innovation.

"I am thrilled to welcome Brent Williams and Jay Campbell to our team at Surf Internet. Their extensive experience and leadership will play a critical role in driving our mission of expanding broadband access and delivering exceptional service to our customers. With Brent leading our operations and Jay driving our sales efforts, I am confident that Surf will continue to thrive and make a positive impact in the communities we serve."

Brent Williams brings a depth of experience and strategic leadership to his role as Chief Operating Officer at Surf Internet. With a background in operations and engineering, Williams has a proven track record of delivering transformative network infrastructure and optimizing operational efficiency. Prior to joining Surf, Williams served as Vice President of Outside Plant Services at KGPCo and Senior Vice President of Engineering/Outside Plant at Windstream, where he oversaw broadband access projects covering millions of residences and businesses across the United States.

In his role as COO, Williams will be responsible for overseeing Surf's Fiber to the Premise build plans, maintaining network stability, and ensuring an exceptional customer experience. His extensive expertise in engineering and operations management positions him as a key leader in Surf's mission to expand broadband access and bridge the digital divide.

Williams expressed his enthusiasm for joining Surf, stating, "I am extremely excited to be joining the Surf Internet family. From my very first interaction with Gene and the leadership team, it was evident that Surf is a family. It is that culture and the growth opportunity that attracted me to Surf. It is a great time to be in this industry with the influx of both private and public investments in fiber, and Surf is well positioned to take full advantage."

Jay Campbell brings over a decade of experience in sales leadership roles to his new position as Vice President of Sales at Surf Internet. With a strong focus on employee development and driving improved sales results, Campbell has a proven track record of building and expanding sales teams across various industries. Prior to joining Surf, Campbell served as Senior Director of Sales at Hotwire Communications, where he played a key role in developing key growth strategies and improving sales processes.

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In his role at Surf, Campbell will be responsible for scaling the company's sales channels, improving sales results, and driving revenue growth across multiple segments. His passion for making a difference in the lives of customers and team members aligns perfectly with Surf's mission of expanding broadband access and delivering exceptional service.

"I am so excited to join the Surf family where we strive daily to make a difference in the lives of our customers and team members," said Campbell. "With Surf's focus on innovation and customer-centric approach, I am eager to leverage my experience in sales leadership to drive growth, improve sales results, and enhance the overall customer experience."

Surf Internet looks forward to leveraging the expertise of both Williams and Campbell to continue delivering innovative solutions and exceptional service to its customers across the Great Lakes region.

About Surf Internet

Surf Internet is an innovative fiber-optic internet company that serves as the essential gateway to connectivity across the Great Lakes Region of Illinois, Indiana, and Michigan. The company is building a bridge to the wide open future by delivering high-speed, reliable internet to homes and businesses in underserved, rural communities. Surf's 250-plus-person team is local, giving them an edge when it comes to customer care and advocacy for the region. Headquartered in Elkhart, Ind., Surf also has offices in La Porte, Ind., Byron Center and Fowlerville, Mich., and Coal City and Rock Falls, Ill. Learn more at <https://surfinternet.com>.

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Photo Caption: Brent Williams, New COO at Surf



Photo Caption: Jay Campbell, New VP of Sales at Surf