

CURTIS DEAN

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CONSULTANT ▪ BROADBAND SERVICES COORDINATOR ▪ MEMBER COMMUNICATIONS
COORDINATOR ▪ RESOURCE CONSERVATION COORDINATOR ▪ MARKETING AND COMMUNITY
RELATIONS ▪ SMALL BUSINESS OWNER

SmartSource Consulting
President

2015 to present

Serve as an independent consultant to small broadband telecommunications companies, providing administrative and marketing support.

Telecommunications and Broadband Administration

- Operational review to identify cost savings and efficiencies
- Cable TV contract administration
- Retransmission Consent
- Strategic Planning
- Project Management and Coordination
- New product development

Marketing and Community Relations

- Marketing planning and implementation
- Event planning and implementation
- Social media implementation, monitoring, and content creation
- Customer service training customer contact personnel

Iowa Association of Municipal Utilities

2011 to 2015

Broadband Services Coordinator/Member Communications Coordinator

BROADBAND SERVICES COORDINATOR (JULY 2011-AUGUST 2015)

Coordinate member support and services to municipal broadband utilities in Iowa and other Iowa communities exploring future municipal broadband projects. Provide support and assistance to the Executive Director as needed.

- Monitor legislative and regulatory developments affecting broadband providers
- Monitor and report industry developments and best practices
- Provide advice on broadband issues to members
- Facilitate collaboration between broadband members
- Assist individual broadband utility members with special projects
- Plan and implement annual Broadband Conference

MEMBER COMMUNICATIONS COORDINATOR (AUGUST 2014-AUGUST 2015)

Responsible for all association communications with members and non-members.

- Research industry developments affecting electric, water, natural gas, broadband, and storm water service providers and communicate those developments to members
- Engage with Associate Member vendors
- Maintain several social media accounts
- Write and edit two blogs (iamuinformer.com, broadbandbytes.com)
- Coordinate three weekly email newsletters to members and member subsets

Spencer Municipal Utilities

1998 to 2011

Marketing and Community Relations Director / Resource Conservation Coordinator

MARKETING AND COMMUNITY RELATIONS DIRECTOR

Designed and implemented marketing and community relations program for the electric, water, and telecommunications utility. Participated in overall planning and implementation of the municipal telecommunications utility in 1998-2002. Supervised video services department with a staff of two full-time and four part-time employees. Administered all aspects of the utility's energy and water conservation programs.

- Member of leadership team that initiated launch of the new municipal telecommunications utility, 1998-2002.
- Participated in utility-wide strategic planning that resulted in the development of new products and services, including high definition TV, cellular telephones, and digital video recorder service.
- Created and supervised the telecommunications utility's "digital roadmap," a plan to maximize bandwidth in order to enable development of next-generation products such as enhanced broadband data.
- Engaged in regular community relations outreach through local media and personal appearances.

RESOURCE CONSERVATION COORDINATOR

Led all aspects of the utility's water conservation and energy efficiency programs. Performed residential energy audits and commercial energy consultations.

- Successfully initiated applications for energy efficiency projects and customer education through the Iowa Office of Energy.
- Created and implemented a home energy audit program. Audit recommendations resulted in an average savings of 4,500 kWh of electricity per year per household.
- In 2010, Spencer Municipal Utilities exceeded Iowa Utility Board goals for kWh energy savings by over 50%.

Music Man Productions

1988 to Present

Owner and Managing Partner

Provide mobile music entertainment and hosting services for weddings, corporate events, parties, and other occasions.

EDUCATION

University of South Dakota, Vermillion, South Dakota
Executive Masters of Public Administration, 2013-2015

Buena Vista University, Storm Lake, Iowa
B.A. Distributive Studies, 2007-2008 ▪ Minor: History
Academic Excellence Award

PROFESSIONAL ORGANIZATIONS

- Society of Cable Telecommunications Engineers (SCTE), Secretary & VP of Communications, Iowa Heartland Chapter, 2011-present

REFERENCES

Available upon request.