



June 4, 2012

## **Frontier Communications Announces Guy Gertsch as Regional Sales Manager for Medium and Enterprise Accounts in California**

### **Gertsch Brings More Than 15 Years of Experience in Sales and Account Management**

ELK GROVE, Calif.--(BUSINESS WIRE)-- Frontier Communications is pleased to announce Guy Gertsch as the new regional sales manager for medium and enterprise business accounts in the state of California. Gertsch is responsible for directing a portion of the West Region's business-to-business customer acquisition and retention activities while upholding Frontier's values at all times — including constructively solving problems, handling inquiries with the urgency they deserve, facilitating process improvements and inspiring others.

Gertsch's new role also includes responsibility for ensuring sales team efficiency, productivity and quality while achieving targeted customer satisfaction levels and meeting revenue and profitability goals.

"Guy has the attitude and skill set that will make him a success in his new position as regional sales manager," said Denise Baumbach, West Region president for Frontier. "His proven record of strategically supporting sales-driven organizations and exceeding revenue targets and goals makes him the ideal person for this position. His in-depth understanding of the needs of a wide range of customers — including mid-range and enterprise accounts — will serve him well in his new role."

Gertsch has nearly 20 years of sales management experience — largely focused on the telecommunications, government and insurance sectors — with a proven track record of successful business development and strategic planning. Prior to joining Frontier, Gertsch held leadership roles in sales and account management with AT&T, Cisco Systems and Pacific Bell, where he worked with both enterprise and global clients to address their voice and data network needs.

Gertsch earned a degree in business administration and marketing from California State University at Sacramento. He also achieved the rank of Eagle Scout in the Boy Scouts of America.

Gertsch will be based in Elk Grove, Calif., and can be reached at [guy.gertsch@ftr.com](mailto:guy.gertsch@ftr.com).

### **About Frontier Communications**

Frontier Communications Corporation (NASDAQ: FTR), is an S&P 500 company and is included in the FORTUNE 500 list of America's largest corporations. Frontier offers broadband, voice, satellite video, wireless Internet data access, entertainment services like [TumTiki.com](http://TumTiki.com), data security solutions, bundled offerings and specialized bundles for residential customers, small businesses and home offices and advanced business communications for medium and large businesses in 27 states. Frontier's approximately 15,500 employees are based entirely in the United States. More information is available at [www.frontier.com](http://www.frontier.com).

Photo available upon request.

Frontier Communications  
Steve Crosby, 916-686-3333  
Mobile: 916-206-8198  
[steven.crosby@ftr.com](mailto:steven.crosby@ftr.com)

Source: Frontier Communications

News Provided by Acquire Media