

# SubscriberWise®

*Risk Management Solutions for the Communications Industry*

## **Robert Gessner Appointed American Cable Association Vice Chairman**

**Massillon, OH, August 5, 2011** - SubscriberWise®, the nation's first and largest issuing credit reporting agency for the communications industry proudly announced today that Robert Gessner, president of Massillon Cable Television and a managing partner and long time board member of SubscriberWise, was selected as the new Vice Chairman of the American Cable Association.

"On behalf of SubscriberWise, its U.S. member operators and technology partners nationwide, as well as more than 100 of my colleagues here at Massillon Cable TV and Clear Picture, I'm extremely proud to congratulate Bob for his latest and most distinguished achievement," announced David E. Howe, SubscriberWise president and CEO.

"I've had the extraordinary privilege of working for Bob during the past 15 years," stated Howe. "Like so many others, I know personally what it means to be on the receiving end of his leadership and visionary talents. I know that without his talents and generous personal contributions, SubscriberWise would not exist today. Therefore, it gives me tremendous satisfaction to know that the American Cable Association will leverage Bob's deep industry expertise and experience for the benefit of its goals and mission, as well as the millions of cable subscribers nationwide that will directly and indirectly benefit from this important appointment."

SubscriberWise would also like to congratulate CEO Colleen Abdoulah of WOW! for her appointment as Chairwoman of the American Cable Association.

### **About SubscriberWise ([www.subscriberwise.com](http://www.subscriberwise.com))**

The nation's leading provider of risk and decision analytics for the communications industry, SubscriberWise® employs enhanced Subscriber Level Segmentation technology to precisely identify credit-challenged subscribers to ultra-high achievers to maximize sales and boost profits. By incorporating years of communications performance data and proprietary decisioning models, including FICO's latest analytic technology (FICO® 8), SubscriberWise delivers unprecedented predictive power with a fully compliant, score-driven decision management system. Combined with Red Flag compliance and operator-controlled rules, SubscriberWise analytics empower CSR's to instantly and accurately respond to payment and credit characteristics with appropriate options for every subscriber.

### **Contact**

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