

## **Optimum Announces Jesse Garcia as Vice President, General Manager of Mid Central Area**

*Garcia now leads local sales, operations, and engagement efforts across Optimum's Louisiana, Arkansas, Missouri, East Kansas, East Oklahoma, and West Mississippi footprint*

**Lake Charles, Louisiana (November 28, 2023)** – Optimum, the local provider of internet, mobile, TV, and phone services, today announces the appointment of Jesse Garcia as Vice President, General Manager of the company's Mid Central Area serving Louisiana, Arkansas, Missouri, East Kansas, East Oklahoma, and West Mississippi.

As Vice President, General Manager, Garcia is responsible for overseeing local sales, operations, and engagement efforts across the area, ensuring best-in-class service and support to the more than 300 communities Optimum serves across the Mid Central Area. Garcia joined Optimum earlier this year as Vice President of Regional Operations for the Texoma Area, where he oversaw the region's team of frontline field service technicians and was responsible for enhancing frontline operations and maximizing success among our field services teams in the Area.

"After spending the last several months working closely with the Optimum frontline teams across the company's Texoma area, I could not be more excited to now take on this new leadership role in Optimum Mid Central," said Jesse Garcia, Vice President, General Manager of Optimum Mid Central. "At Optimum, we are on a journey to deliver the very best service and support to customers throughout the Mid Central Area, and I am excited to work alongside our best-in-class local teams to continue this mission and be the connectivity provider of choice across every community we serve."

Prior to joining Optimum, Garcia spent 22 years at Comcast in various roles across Cable Operations, spearheading several strategic improvements and operational deployment across a workforce of 8,000 customer-facing frontline employees. Before that, he held a variety of leadership positions within Comcast's field operations division at the local market, large regional operations, and corporate field operations levels.

"I am thrilled to have Jesse take on this new role as the Vice President, General Manager of Optimum Mid Central as the company continues to drive growth at a local level across each community Optimum serves," said William Sweeney, Senior Vice President, Optimum. "Jesse is a skilled and passionate leader and will be instrumental to Optimum Mid Central in improving our employee and customer experiences, and I look forward to seeing what's further in store for our customers in Mid Central under his leadership."

Garcia is based out of the company's Lake Charles, Louisiana office. He will oversee Optimum's coverage areas throughout Louisiana, Arkansas, Missouri, with additional areas branching into East Kansas, East Oklahoma, and West Mississippi.

### **About Optimum**

Optimum is a brand of Altice USA, one of the largest broadband communications and video services providers in the United States, delivering broadband, video, and mobile services to approximately 4.8 million residential and business customers across 21 states. The company operates a4, an advanced advertising and data business, which provides audience-based, multiscreen advertising solutions to local, regional and national businesses and advertising clients. Altice USA also offers hyper-local, national, international and business news through its News 12, Cheddar News and i24NEWS networks.