

## **Bluepeak Chief Executive Team**

The Clarity Telecom, LLC dba Bluepeak executive team, will continue to have oversight into Clarity operations and any BTS or ABS subsidiary entities created. The executive team includes the following members:

Rich Fish, Chief Executive Officer

Cash Hagen, Chief Operating Officer

Julie Smoots, Chief Financial Officer

Lana Frank, Chief Commercial Officer

Mike Harry, Chief Business Development Officer

**Rich Fish, Chief Executive Officer**



Rich Fish is the Chief Executive Officer of Bluepeak, where he's leading the company into its next chapter of growth and innovation. A telecom veteran with leadership roles at AT&T, ICG Communications, ITC Deltacom, and WOW!, Rich brings deep experience and a clear vision for the future of broadband. He holds a degree in accounting and finance from the University of Nebraska–Lincoln and is focused on the metrics that matter most: faster speeds, stronger connections, and thriving communities.

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**Cash Hagen, Chief Operating Officer**



As Chief Operating Officer, Cash Hagen keeps Bluepeak's day-to-day operations running smoothly with a sharp focus on delivering a seamless customer experience. With over two decades of leadership in operations and technology, including executive roles at WOW! and Evolution Digital, he's no stranger to scaling reliable broadband. Cash holds a bachelor's from Lindenwood University, an MBA from Benedictine University, and is a proud U.S. Marine Corps veteran.

**Julie Smoots, Chief Financial Officer**



As Chief Financial Officer, Julie Smoots ensures Bluepeak's financial decisions fuel both growth and great service. With leadership experience at WOW!, EarthLink, ICG Communications and The Coleman Company, she brings a strong foundation in strategic finance to her role. Julie earned her finance degree from Indiana University's Kelley School of Business and is focused on making smart, forward-thinking investments that power better internet for customers.

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**Lana Frank, Chief Commercial Officer**



Lana Frank is the Chief Commercial Officer at Bluepeak, responsible for driving subscriber and revenue growth across the company's expanding fiber footprint. She leads all aspects of sales, marketing, customer retention, and analytics—owning the full lifecycle of customer acquisition and engagement. Lana oversees a multi-channel go-to-market engine and pricing strategy designed to fuel net subscriber gain and maximize ARPU. With a track record of transforming commercial teams at Surf Internet, WOW!, and DISH Network, she blends deep industry experience with a bias for execution. Lana is known for building scalable systems, high-performing teams, and strategies that win in competitive markets.

**Mike Harry, Chief Business Development Officer**



As Chief Business Development Officer at Bluepeak, Mike leads Bluepeak's market expansion strategy, helping bring next-generation broadband to communities of all sizes. With deep experience across operations, from customer care to market expansion, he's helped grow networks at WOW!, AT&T, EarthLink, and more. Mike earned a business degree from the University of Nebraska–Lincoln and remains driven to bridge the digital divide.