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SCTE•ISBE BOOSTS DAVE EDMUNDS, ZENITA HENDERSON, KATHLEEN SPONAUGLE

Promotions Fill Key Needs in IT, Marketing, HR

NOV. 29, 2017 (Exton, PA)—The Society of Cable Telecommunications Engineers (SCTE) and its global arm, the International Society of Broadband Experts (ISBE), today announced multiple personnel promotions to address key needs in information technology, marketing, and human resources.

SCTE•ISBE has elevated Dave Edmunds to Senior Director, Applications Development and Integration and Zenita Henderson to Senior Director, Marketing Operations and Business Development. At the same time, SCTE•ISBE also has promoted Kathleen Sponaugle to Director, Human Resources.

“As we align ourselves to meet the changing needs of the industry, we’re fortunate to have talented individuals who are stepping up to assume more responsibility,” said Mark Dzuban, President and CEO of SCTE•ISBE. “Dave Edmunds, Zenita Henderson, and Kathleen Sponaugle have contributed significantly to the development of and execution on the internal and external strategies that have enabled us to build value for the industry.”

Edmunds, previously Director, Applications Development and Integration, joined SCTE•ISBE in 2015 after eight years with the American Association of Cancer Research, for which he had served in the dual role of lead architect/manager, application services before being named enterprise architect. With SCTE•ISBE, he is responsible for planning, coordinating, and supervising all activities related to the design, development, and implementation of organizational information systems and software applications, most notably SCTE•ISBE’s next-generation CORTEX Expert Development System™.

Henderson, a member of the Cable TV Pioneers and an award-winning marketer and diversity champion, is responsible for developing and implementing marketing initiatives, association and media partnerships, and other activities that communicate the value of SCTE•ISBE to the industry. Henderson joined SCTE•ISBE in 2016 after nearly three decades with General Instrument, Motorola, and ARRIS and has been a key contributor in multiple areas, including: the refresh of the SCTE•ISBE brand; the recruitment of Corporate Alliance Partner (CAP) program members and development of CAP communications tools; and the successes of SCTE•ISBE Cable-Tec Expo® 2016 and 2017.

Sponaugle, during her decade-long stint with SCTE•ISBE, has worked as a consultant for payroll, HR administration, and payroll- and benefits-related accounting, and she most recently was HR generalist and accountant. In her new position, she oversees all HR functions, including compensation, benefit administration, payroll, budgeting and forecasting, employee relations, performance management, compliance with company HR policies, legal requirements, and government regulations.

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*The **Society of Cable Telecommunications Engineers (SCTE)** is part of a unique ecosystem that has the power to prepare the workforce to meet the ever-changing demands of the Telecommunications Industry. Our members can realize streamlined delivery of products and services, improved customer satisfaction, and increased employee retention rates directly impacting business results. In cooperation with our*

partners, CableLabs® and NCTA, SCTE prepares tomorrow's telecommunications leaders by communicating new Industry trends and technology, developing standards, and delivering relevant training and certification programs to enhance members' expertise and professional development. SCTE and its global brand, the International Society of Broadband Experts (ISBE), build value for corporate, vendor, and individual members by creating peer networking opportunities, professional mentoring, and communication of Industry information. Visit www.scte.org. Connect with SCTE at www.scte.org/socialmedia.

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