

**Hot Topic:** Cincinnati Bell's Energy Initiative

**Discussion Leader:** Michael Bornstein, Cincinnati Bell Product Manager - Energy, DIRECTV, & Security

**Abstract:**

Telco service providers are constantly looking for new revenue opportunities and ways to bring value to their customers. Cincinnati Bell was looking to accomplish both of these while also strengthening the cost savings message when marketing product bundles. The deregulated energy market in Ohio provided Cincinnati Bell a unique opportunity to successfully meet all three of these objectives.

**Discussion Leader Biography:**

Mike Bornstein has 8 years experience in telecom including sales, channel management, marketing and product management. In his current role as Product Manager he is responsible for managing CBT's relationship with Viridian, DIRECTV, and Guardian Security. Mike earned a bachelor's degree in marketing and management from the University of Cincinnati.



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