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Clearfield Appoints Anis Khemakhem as CMO; Kevin Morgan Takes on New Role as Executive Advisor to the CEO

Leadership transition sets the stage for continued growth and innovation in fiber broadband solutions

MINNEAPOLIS--(BUSINESS WIRE)-- Clearfield, Inc. (NASDAQ:CLFD), the leader in community broadband fiber connectivity, today announced a strategic leadership transition, appointing Anis Khemakhem as Chief Marketing Officer (CMO) effective January 1, 2025. Khemakhem, who joined Clearfield earlier this year as Vice President of Global Technology Platforms, brings with him over 25 years of industry experience, with diverse leadership skills.

Khemakhem will drive the company's marketing strategy, spearhead efforts to expand into new markets, and identify new product opportunities to support business growth initiatives both within and beyond the Company's community broadband marketplace, and global adoption of its technology footprint. In this role, Khemakhem aims to further strengthen Clearfield's market leadership by enhancing customer engagement and accelerating the development and rollout of innovative fiber solutions, particularly as Broadband Equity, Access, and Deployment (BEAD) funding is being allocated.

Kevin Morgan, who has served as Clearfield's CMO since 2016, will transition into the newly created role of Executive Advisor to the CEO, continuing to contribute to the company's growth and industry leadership. In this role, Morgan will maintain Clearfield's connection with the Fiber Broadband Association (FBA), supporting public policy efforts while also representing Clearfield at select industry conferences and authoring articles for industry-leading publications. Leveraging deep industry expertise, Khemakhem and Morgan will help drive Clearfield's expansion and deployment in support of the BEAD program, facilitating broadband deployment across underserved communities.

"Anis brings a wealth of new market development and marketing experience to Clearfield, and we're excited to see how his vision will continue to elevate our presence in the market," said Cheri Beranek, President and CEO of Clearfield. "We are deeply grateful for Kevin's invaluable contributions as CMO, and we look forward to benefiting from his expertise in his new advisory role."

The leadership transition comes at a pivotal time for Clearfield as it continues to push the boundaries of fiber management and connectivity solutions with innovations like the recently launched CraftSmart Deploy Reel TAP Box.

"It's been an incredible journey serving as Clearfield's CMO, and I look forward to continuing my work with the company in this new capacity," said Morgan. "I'm eager to see Anis step into this new role and bring fresh energy and ideas to our marketing efforts."

For more information on Clearfield and its innovative fiber solutions, visit www.SeeClearfield.com.

About Clearfield, Inc.

Clearfield, Inc. (NASDAQ: CLFD) designs, manufactures, and distributes fiber optic management, protection, and delivery solutions that play a critical role in enabling broadband operators to close the digital divide. Our labor lite, craft-friendly platform is leveraged by community broadband, MSOs, incumbent service providers, ISPs, data centers, military, municipalities, and coops - from homes passed to homes connected faster and more efficiently. Headquartered in Minneapolis, MN, Clearfield deploys more than a million fiber ports each year. For more information, visit www.SeeClearfield.com.

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