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Clearfield Appoints Kevin Morgan, Former ADTRAN Senior Marketing Executive, as New Chief Marketing Officer

Seasoned Telecom Veteran Brings More Than 20 Years of Broadband Marketing Experience

MINNEAPOLIS, Aug. 09, 2016 (GLOBE NEWSWIRE) -- Clearfield, Inc. (NASDAQ:CLFD), the specialist in fiber management and connectivity platforms for communication service providers, has appointed Kevin Morgan as its new Chief Marketing Officer. Clearfield aims to be the preferred supplier of fiber management solutions among network operators and this appointment is expected to lead the way in driving towards that status.

Morgan has served the last 20 years in various senior marketing positions at ADTRAN, Inc., a leading global provider of networking and communications equipment, where he gained extensive experience in advanced communications technology, fiber optic systems, and business product marketing. Before that, he spent nearly a decade at telephone operating company BellSouth, now a part of AT&T, where he worked as the manager of broadband planning and implementation. Morgan has also served in various leadership positions with the Fiber-to-the-Home (FTTH) Council Americas, including Chairman of the Board, and continued to serve as a regular Board Member representing ADTRAN.

Morgan received a B.S. in Electrical Engineering from Auburn University and an MBA from the University of Alabama.

“Investing in the best marketing talent is—and always has been—part of our core strategy to evolve as a true Fiber-to-the-Anywhere company,” said Cheri Beranek, CEO of Clearfield. “Whether it’s introducing innovative products into the market or pursuing bigger initiatives to take us to our next stage of growth, our focus revolves around promoting our fiber management expertise to an even broader audience than where it is today. Kevin, in his unmatched ability to identify and market next-gen fiber access systems, emerged as the most qualified candidate to help us reach that next stage. We are all eager to benefit from his marketing insight and leadership, particularly as we accelerate our progress in penetrating key target service providers and demonstrating our industry-leading Fiber-to-the-Anywhere solutions.”

Morgan commented: “It’s been known throughout the industry that Clearfield has been steadily paving its way onto a grander, and more noticeable, stage. In my former roles at ADTRAN, I had witnessed the company not only establish its dominance in the local and regional wireline markets, but also gradually take its multi-environment solutions and apply them to address the disparate challenges within today’s expanding fiber optics landscape. Clearfield’s forward and strategic steps in this growing market are precisely what attracted me to join the organization.”

About Clearfield
Clearfield, Inc. (NASDAQ:CLFD) designs, manufactures and distributes fiber optic management, protection and delivery products for communications networks. The company's "fiber to the anywhere" platform serves the unique requirements of leading incumbent local exchange carriers (ILECs), competitive local exchange carriers (CLECs), and MSO/cable TV companies, while also catering to the broadband needs of the utility/municipality, enterprise, data center and military markets.

Clearfield offers the industry's only fiber management and delivery platform that simplifies the fiber to the 'x' (FTTx) equation with the promise of a design methodology that addresses each network's unique requirements, while building simplicity into the design and delivering the lowest total cost of ownership. Based on the patented Clearview™ Cassette, Clearfield's unique single-architected, modular fiber management platform is designed to further lower the cost of broadband deployment and maintenance by consolidating, protecting and distributing incoming and outgoing fiber circuits, enabling customers to scale their operations as their subscriber revenues increase. 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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