



STRATEGY
RESEARCH
INSTITUTE

G. Gary Manross, Ph.D.
Political Communications
& Media Effects

Kimball Croft
FTTH/FTTB
Diffusion of New Technologies

Jonathan Lake
Economic Development

Richard R. Miller, Jr., Ph.D.
Urban & Regional Planning

Michael D. Cozzens, Ph.D.
Communication Research &
Organizational Communications

Debra L. Schultz, Ph.D.
Speech Communications
& Persuasion

Mary Ann Williams, M.A.
Sociology
Senior Research Associate

**Research &
Consulting for
Strategic Planning**

WWW.SRI-CONSULTING.ORG

Northern California Southern California
925 ♦ 372-3788 714 ♦ 447-4884
Phoenix, Arizona
307 ♦ 347-3412

Corporate FAX 714 ♦ 447-4537
Toll-free Nationwide 800 ♦ 224-7608

P.O. Box 6548 Fullerton, CA 92834

Kimball Croft

Senior Vice President
Deployment of Broadband Technologies

Kimball Croft directs the activities of **STRATEGY RESEARCH INSTITUTE (SRI)** and **INTEGRATED MARKETING COMMUNICATIONS CORPORATION (IMC Corp)** involving the deployment of Broadband Technologies. His responsibilities involve designing and implementing high-tech market research, and integrated marketing communication consulting campaigns, especially those that involve building a consensus among power brokers, influentials, and opinion leaders within the local community and/or region wherein deployment is taking place.

Mr. Croft has in-depth experience in overseeing the deployment of broadband technologies both nationally and internationally. While with DynamicCity, for example, he served as Senior Research Analyst in developing what, according to the *N.Y Times* (November 17, 2003, article posted on SRI's Web Site), has become the largest FTTH/FTTB deployment effort in the world, called UTOPIA (*Utah Telecommunication Open Infrastructure Agency*); and, as the FTTH On-Site Marketing and Services Consultant for a similar project in Wyoming, for the Joint Powers Telecommunications Board established by the Cities of Rock Springs and Green River.

Internationally, Kimball has consulted with various University and College Presidents regarding the integration of new technologies into a global informational-based classroom, during which time he also received a Visiting Professorship at Huanggang College, Hubei Province, in Mainland China, where he worked on plans to implement a high-tech "English Speaking" second-language village, where both students and businessmen throughout China could participate in an English Immersion Program while being trained by international businesses.

Mr. Croft earned a Master's Degree in Educational Leadership (with Distinction) from Northern Arizona University in Flagstaff, AZ, where he went on to work toward a doctorate in "Diffusion of Innovations." He holds a BA in Public Relations from Brigham Young University.

