



MARK BYLER

PROFESSIONAL EXPERIENCE

Lakeland Internet - General Manager

April 2019 – March 2025

- P&L ownership for the company, driving profitability through strategic budget management, resource allocation, and cost optimization across multiple service portfolios and projects.
- Led a \$1.4M capital raise and managed the integration of multiple acquisitions, driving efficiencies and aligning investments with long-term business strategies.
- Developed and implemented strategic plans in collaboration with C-suite executives, ensuring alignment with the company's vision and growth objectives.
- Spearheaded network and service portfolio expansions, including fiber and wireless network deployments, directly contributing to market growth and enhanced service offerings.
- Provided leadership to cross-functional teams, optimizing operational performance, and mentoring team members to ensure high-performance outcomes.
- Directed the operational integration of acquisitions, improving resource allocation, and driving efficiencies across business processes.
- Achieved consistent improvements in project execution, successfully managing large-scale deployments under budget and ahead of schedule.

AT&T Mobility – Advanced Technical Support Senior – IC5

May 2010 – April 2019

- Led high-impact, cross-functional projects, including the deployment of Next-Gen Fixed Wireless Service, utilizing CBRS 3.5 GHz spectrum.
- Managed product and service portfolios, collaborating with external vendors to deliver high-quality, customer-centric solutions.
- Established and executed operational strategies that aligned with technology roadmaps, improving network performance and customer satisfaction.
- Created and managed a 24x7 operational schedule for a geographically diverse team, optimizing resource allocation and productivity.
- Developed and implemented data-driven solutions to streamline processes and reduce vendor dependencies.

Centennial Wireless – RF Engineer I, II, III

March 2005 – May 2010

- Engineered and implemented complex spectrum clearance projects for UMTS carrier launches, aligning frequency plans with business growth strategies. Coordinated multi-market deployments, presenting strategic proposals to senior management and securing project buy-in.

PROFILE

Dynamic and results-oriented marketing and brand management leader with over 10 years of experience in driving portfolio growth and strategic initiatives within complex, high-performance industries. Proven track record in leading cross-functional teams to achieve measurable business results, including portfolio optimization, product innovation, and go-to-market strategy execution. Adept at leveraging data-driven analytics to guide decision-making, streamline operations, and drive profitability. Strong background in stakeholder management, team leadership, and developing consumer-focused strategies to meet market opportunities. Expertise in building and executing comprehensive brand strategies, aligning business objectives, and optimizing P&L performance.

CONTACT

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HOBBIES

Personal Growth and development
Family
Cars
Photography & Videography
Hockey

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RELEVANT SKILLS

- **Brand Portfolio Management:** Expertise in overseeing diverse service portfolios and driving strategic brand growth.
- **Strategic Planning & Execution:** **Proven ability to align business goals with actionable strategies that deliver measurable results.**
- **Cross-Functional Collaboration:** Experience working with marketing, sales, and operations teams to drive portfolio optimization and business growth.
- **P&L Management:** **Demonstrated success in managing financial performance and driving profitability across multiple business units.**
- **Data-Driven Decision Making:** **Strong analytical skills, leveraging data insights to inform product development, pricing, and go-to-market strategies.**
- **Leadership & Team Development:** **Skilled in fostering high-performing teams through mentorship, leadership, and collaborative culture-building.**
- Service Offering Development & Upselling (Lakeland+ Care)
- Pricing Strategy & Revenue Optimization
- Stakeholder Management & C-suite Collaboration

Professional Achievements

- Successfully raised \$1.4 million in capital through strategic collaborations with local governments.
- Designed, planned, proposed and received approval of six tower build projects in Allen County
- Directed operational integration of multiple acquired businesses, optimizing strategic processes.
- Achieved a 98% customer satisfaction rating through strategic service delivery improvements.

Volunteer Leadership & Board Membership

Vice President - Angola Area Chamber of Commerce – Angola, IN – 2024-25

- Lead strategic initiatives to promote local business growth and community engagement.
- Provide leadership in organizing events and driving membership growth.

Board Member

Thunder Youth Hockey – Angola, In - 2023 – Present

- Contributing to strategic planning and fundraising to ensure sustainable program growth.

Team Manager

Various AAA/Highschool Teams – Fort Wayne, IN – 2014 – 2023