

# Our President, Melinda Crawley

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Melinda Crawley, as President of M<sup>2</sup>S<sup>2</sup> Communications, researches, designs and presents specialized sales, customer service, industry update and technology training for independent telephone companies, IXCs and CLECs nationwide. She has practical insight into the rapidly changing telecommunications industry, gained through her hands-on experience with many companies.



The seminars and training programs focus on the needs of small to mid-sized telcos. To meet client needs, she does both open and in-house seminars. She has presented her programs to more than 400 telephone companies in the US, Canada, Micronesia and the Caribbean.

She has served as Director of Marketing and Strategic Planning for Ringgold Telephone Company (1983-1987). She has cellular marketing experience in two MSAs and RSAs. Prior to opening her consulting practice in 1981, Mrs. Crawley was Manager of Marketing Development for Standard Telephone Company in Cornelia, GA. She was also an Administrator of Corporate Policy and Procedures for a major interconnect company, where she was top sales producer. She has taught World Cultures and Modern Affairs

at the secondary level. She has contracted to Xerox International Learning to teach their Professional Selling Skills, Account Development Strategies and Interpersonal Management Skills seminars. Mrs. Crawley holds a B.A. degree in Social Sciences from Allegheny College in Meadville, PA, and an M.A. degree in Social Sciences and Education from Gannon College in Erie, PA. She has done post-graduate work at Georgia State in Atlanta, GA.

She has also attended numerous industry training classes, conferences, trade shows and association meetings for over 30 years, as well as being a presenter at some of them.