



## Biographical Data

# Brian D. Stading

## President, Northwest Region

Joined CenturyLink  
2011

### Positions Held

- President, Northwest Region – 2011

### Education

- Bachelor's Degree/Business Administration – Aurora University/Aurora, Illinois
- MBA – Kellogg Graduate School of Business, Northwestern University/Evanston, Illinois

As President of the Northwest Region, Brian Stading has ultimate responsibility for the operational and financial success of CenturyLink markets in California, Idaho, Oregon and Washington. His responsibilities include profit and loss performance, competitive positioning, market share, network capability and reliability, and regional operations, including technicians and service delivery, customer satisfaction, customer and stakeholder relationships. He also shares accountability for consumer and business sales in the region.

Prior to being named Region President, Stading was responsible for Qwest's repair operations and staff support for the \$1.6B network operations where he improved HSI technical support call handling and improved customer satisfaction by 300 basis points.

Stading also had responsibility for managing the support operations for Qwest's \$5B consumer and small business segments that service local and long-distance communications, broadband, video and wireless services. He led a companywide initiative that led to new programs to retain high value customers.

As Vice President of Operations for Wholesale, Stading provided operations and sales support to the segment that serves the industry's largest carrier customers as well as niche resellers. In his product management role, he was responsible for managing a \$3.7B product portfolio that included Long Distance service, International Long Distance, Switched Access and Interconnection products. He was instrumental in launching to voice plans that improved revenue and profitability.

Brian Stading has 25 years of telecommunications industry experience.



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