

FOR IMMEDIATE RELEASE

June 17, 2015

USAC NAMES KATE HAYS AS VICE PRESIDENT OF STAKEHOLDER ENGAGEMENT

WASHINGTON, D.C. – The Universal Service Administrative Company (USAC) is pleased to announce that Kate Hays will join the team as Vice President of Stakeholder Engagement effective June 17, 2015. Hays brings a track record of achievement in the non-profit and private sectors to execute USAC's goal of providing high quality two-way engagement with stakeholders.

Hays joins USAC from Ogilvy Washington, where she served as COO and Senior Digital Strategist. In her three and a half years there, she led operations as the first COO of the Digital team, Social@Ogilvy, where she directed and managed a multi-million dollar annual budget. As senior digital strategist, Hays led work on major digital and social media accounts of corporate, governmental, and non-profit entities, including Merck and Ford Motor Company. Her specific achievements include providing key strategy on a social media and organizational change project that encompassed research, analysis, and reporting, including assessment of customer service protocols across traditional and digital platforms.

Prior to her role at Ogilvy, Hays held senior operational and client services positions. As SVP of Client Services at Small Act, a social media company, she managed multi-year consulting engagements for clients like AARP and National Geographic Entertainment, and launched operations for the company. At DonorsChoose.org, she led the organization's presence in DC, MD, VA and Western PA. She has developed expertise at creating vision, strategy, and structure for organizations. Hays received a BA in Writing Seminars from Johns Hopkins University.

USAC CEO Chris Henderson stated, "Kate has spent her career as an innovator at the nexus of technology, communications, and customer engagement and we look forward to adding her perspective and proven leadership abilities to USAC as we seek to improve the experience and successful USF participation of all our stakeholders."

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The Universal Service Administrative Company (USAC) is a not-for-profit corporation designated by the Federal Communications Commission as the permanent administrator of the federal Universal Service Support Mechanisms, which help consumers, schools, libraries, and rural health care providers across the country secure access to affordable telecommunications services. For more information, please visit: www.usac.org.