

## **GVTC Promotes Jonathan Babbitt to Vice President of Sales & Marketing**

**New Braunfels, Texas — April 2, 2026** — GVTC Communications has promoted Jonathan Babbitt to Vice President of Sales & Marketing, expanding his leadership role as the cooperative adapts to increasing competition and changing customer expectations in the broadband market.

Babbitt will lead sales, marketing, and communications —aligning how GVTC goes to market with how it delivers value to its members and customers.

The promotion reflects a clear priority: strengthening GVTC’s competitive position while reinforcing the trust and long-term relationships that have defined the cooperative for decades.

“Jonathan understands that in this market, growth isn’t just about adding customers—it’s about earning the right to keep them,” said Josh Pettiette, President and CEO of GVTC. “He brings the discipline to connect strategy to execution in a way that strengthens both our performance and our credibility in the communities we serve.”

Babbitt most recently served as Director of Sales & Marketing at GVTC, where he led the development of a coordinated commercial strategy focused on improving market access, customer growth, and long-term retention.

Prior to joining GVTC, he served as Vice President of Product Strategy & Communications at Matanuska Telecom Association (MTA), where he led enterprise-wide transformation across product, sales, marketing, and customer operations. His work contributed to doubling broadband revenue and increasing market share by 30 percent while strengthening member engagement and retention.

In this role, Babbitt will focus on simplifying how customers engage with GVTC, strengthening lifecycle relationships, and ensuring the cooperative’s growth strategy is built on long-term trust—not short-term acquisition.

### **About GVTC:**

GVTC is a member-owned communications cooperative built by the communities it serves. Founded in 1951, the company delivers fiber-based connectivity across the Texas Hill Country and South-Central Texas—combining reliable infrastructure with a deeply local, relationship-driven approach.

Unlike national providers, GVTC is designed around long-term value, not short-term transactions. Its fiber network supports how people live and work today—while its service model reflects a simple principle: customers aren’t accounts, they’re neighbors.

GVTC also operates a regional carrier transport network connecting major Texas markets, including San Antonio, Austin, Dallas, Lubbock, and Houston.

Now in its 75th year, GVTC continues to invest in both infrastructure and community. Through the GVTC Foundation, the cooperative has contributed millions of dollars to support local nonprofits, scholarships, and initiatives that strengthen the communities it calls home.

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