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Jaymie Scotto & Associates (JSA) Introduces JSA TV Virtual CEO Roundtable Series

New Roundtable Format Complements JSA's Popular One-On-One JSA TV Series by
Assembling Multiple Industry Thought Leaders to Discuss Critical Industry Trends

MIDDLEBROOK, VA, March 6, 2015 – [Jaymie Scotto & Associates](#) (JSA), the preeminent marketing, public relations and event-planning firm serving the telecommunications industry, today announces the kick-off of its [JSA TV](#) CEO Virtual Roundtable Series. The new series provides an outlet for multiple viewpoints on critical issues facing the telecom industry today, in an informative video format distributed to all [Telecom Exchange](#) (TEX) attendees.

"Our new series, as well as our networking event, provides a stage for timely and relevant discussions by top industry decision makers," states [Jaymie Scotto Cutaia](#), CEO and Founder of JSA. "We will share these videos with our community each month leading up to the June 24th TEX event, thereby increasing delegate education and ROI."

The inaugural [Virtual Roundtable](#) is focused on New York City's digital infrastructure and the necessary requirements to maintain the city's position as a global leader. Panelists include Michael Levy, Manager of Global Colocation Product at [CenturyLink](#), Jonathan Frye, VP of Sales and Business Development at [Axiom Fiber Networks](#); and Phil Koblence, Chief Operating Officer at [NYI](#). [Click here](#) to view.

On Monday, March 9 at 2 PM EST, JSA will [webcast its discussion](#) on the predictions of optical transport for 2015 and beyond with panelists Dean Campbell, Chief Technology Officer at [LightRiver Technologies](#); Roy Hirst, Director of Marketing at [XKL](#); and Charlie Reed, Partner at [ATLANTIC-ACM](#). [Click here for complimentary registration](#).

In the following weeks, Virtual and Actual CEO Roundtables at Telecom Exchange will discuss: Net Neutrality Ruling; 'Playing Doctor:' The State of the Nationwide Healthcare Network; The New Intelligent Data Center; Where Wireless and Wireline Meet: trends, technologies and opportunities; Rural Broadband: the need, the numbers, and emerging technology; and The Growing Network Needs of Rising Tech/Internet-based Companies. To submit your c-level as a featured panelist, email info@thetelecomexchange.com.

The new JSA TV Virtual CEO Roundtable series is part of [JSA's year-long campaign](#) celebrating a decade of delivering exceptional Public Relations, Marketing, Design and Event Services to the telecom industry.

To learn more about JSA, please visit www.jaymiescotto.com.

About JSA

Since 2005, JSA is the preeminent marketing, public relations, and event-planning firm serving the telecommunications industry. JSA offers industry-recognized, full-service communications with measurable return on investment. As the first PR firm dedicated solely to telecom, JSA provides clients with critical industry perspective and visibility. Our innovative tools, expert team and established relationships within the industry ensure the finest services available. Our clients enjoy insider-only event management and networking opportunities, including JSA's industry event [Telecom Exchange](#). We also feature client and marketplace news within our virtual newsroom for telecom professionals, JSA TV; on our Internet radio broadcast JSA Radio, within our video newsletter, Telecom News & Trends; and on our industry-leading blog, Telecom News Now. To learn more about how JSA can elevate your brand, visit www.jaymiescotto.com.

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