



For Immediate Release

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Hawai'i's Technology Leader Promotes Ortiz and Vaai; Welcomes Baron

HONOLULU (September 17, 2018) – [Hawaiian Telcom](http://www.hawaiiantel.com) announced that Cherie Ortiz was promoted to Executive Director of Service Activations and Filifotu Vaai was promoted to Director of Business Product Management. Scott Baron has also joined the company as Director of Program Management – Advanced Services.

A 24-year company veteran, Ortiz is responsible for the delivery and activation of Hawaiian Telcom's products and services for business and residential customers. Vaai leads the development and implementation of marketing strategies and business plans for Hawaiian Telcom and its subsidiary entities, including SystemMetrics, and Baron leads the team that provides program management support for the company's professional & consulting services as well as managed network, managed security, data center and cloud-based services.

Ortiz most recently served as Director of Call Center Operations. She began her career as a Consumer Sales Associate and worked her way up, holding positions of increased responsibility, including Senior Manager of Business Sales and Service Manager for Major Accounts. A graduate of Kamehameha Schools, Ortiz earned a Bachelor of Science degree in Political Science from Santa Clara University and a Master of Science degree in Criminal Justice Administration from Chaminade University.

Vaai joined Hawaiian Telcom as Senior Manager of Customer Acquisition in 2017. Prior to joining the company, she was a consultant with ACMA Management Consultants in American Samoa where she provided strategic counsel to its regional Pacific telecommunications clients. Vaai has extensive experience in the telecom industry, having served in multiple leadership roles, including Country Manager for Bluesky Communications, American Samoa's leading provider of Internet, wireless, and TV service. Born and raised in Samoa, Vaai earned a certificate of attainment in Commerce from the National University of Samoa and a Bachelor of Commerce and Administration in Information Systems from Victoria University of Wellington in New Zealand. She also earned a graduate certificate in Telecommunications and Information Resource Management, and a Master of Arts in Communications from the University of Hawai'i at Mānoa.

Baron, a certified Project Management Professional (PMP), most recently served as Project Manager for World Wide Technology where he managed a multi-year network upgrade for the Hawai'i State Department of Education. Prior to that, he was IT Project Leader for the global build team at General Electric, and held engineer and analyst roles at Hewlett Packard, Bristol-Myers Squibb and General Motors in Michigan. He served as a Team Leader in the U.S. Army at Schofield Barracks Hawai'i.

[Click here for Cherie's photo.](#)

[Click here for Filifotu's photo.](#)

[Click here for Scott's photo.](#)

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About Hawaiian Telcom

Hawaiian Telcom, established and headquartered in Honolulu since 1883, offers a full range of services to business and residential customers including Internet, video, voice, wireless, data network solutions and security, colocation, and managed and cloud services - all supported by the reach and reliability of its next generation fiber network and 24/7 state-of-the-art network operations center. With employees statewide sharing a commitment to innovation and a passion for delivering superior service, Hawaiian Telcom is proud to be Hawai'i's Technology Leader. For more information, visit hawaiiantel.com.