



FOR IMMEDIATE RELEASE

## **Sarah Johnson Joins Mid-Atlantic Broadband Communities as West Coast Economic Development Director**

**Santa Clara, Calif. and South Boston, Va. - Sept. 19, 2013** - Mid-Atlantic Broadband Communities (MBC) announced today that Sarah Johnson has been selected as MBC's west coast Economic Development Director, based in Santa Clara.

Ms. Johnson will be responsible for promoting southern Virginia's competitive advantages to companies looking to expand or relocate to the east coast. Her strategic marketing and recruiting efforts will be focused on companies in the technology, advanced manufacturing, distribution and logistics, research and development, biotech and communications industries.

"We're excited to have Sarah join our team," said Tad Deriso, President & CEO of MBC. "Her background in business development is an asset that will further propel the southern Virginia region to attract companies interested in expanding their business on the east coast."

Prior to joining MBC, Ms. Johnson held numerous positions in business development including her role at United Kingdom Trade and Investment in San Francisco where she focused in renewable energy, clean tech and financial services sectors. She developed trade missions, assisted companies with expansion efforts into the United Kingdom and U.S., and coordinated visits for high-level government officials.

"I look forward to introducing companies on the west coast the opportunity to an alternative when it comes to expansion on the east coast," said Ms. Johnson. "Southern Virginia has a lot to offer, from the technological infrastructure to the pro-business environment and talented workforce. I'm ready to tell their story."

### **About Mid-Atlantic Broadband Communities**

Mid-Atlantic Broadband Communities (MBC) is a non-profit 501(c)(4) organization, committed to providing economic development leadership to southern Virginia. MBC promotes economic development in southern Virginia through the operation of a successful advanced open access fiber optic network, providing wholesale telecommunications transport services, dark fiber, colocation and tower leasing. Since its inception in 2004 and by offering a state-of-the art fiber optic network, MBC has supported the recruitment of major investments including data centers, call center/operations centers, advanced manufacturing, research and development, and bio-tech industries. For more information, visit [www.mbc-va.com](http://www.mbc-va.com).

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