

**NAMIC's Strategic Management Series  
2023-2024**

**Biographical Information**



**Andrea Anderson**  
Director, Account Management  
Comcast – Madison, MS

Andrea Anderson is the Director of Account Management, in Vendor Management at Xfinity. In this role, she is responsible for developing and managing the execution of the business partner operations strategy, leading a network of business partner teams consisting of over 3,500 full-time employees.

Before her current role, Andrea served as the Senior Manager of Vendor Management Sourcing and Strategy. She managed the relationship and execution with business partners for both voice and chat teams, handling 70% of customer contacts. She was recognized with the 2021 Pinnacle Award for outstanding performance.

Andrea has actively engaged in community initiatives both within and outside of their organization. She has taken on leadership roles in a local non-profit event, organizing and leading a team of volunteers in various community projects such as food drives, collecting personal care items for the homeless, and renovating community centers. She has also provided counseling and support to individuals in underprivileged communities. These experiences have taught her the importance of effective communication, collaboration, and motivating others towards a common goal.

Andrea is a focused and results-oriented professional with over 15 years of experience in people and process management. She holds a Master of Science in Leadership with a concentration in Human Resources from Belhaven University and a Bachelor of Science with a concentration in Business from Jackson State University.

She excels in effective communication, cross-functional collaboration, and customer focus. Her strengths also include recruiting, people management, emotional intelligence, and strategic planning. She is adept at change management, process improvement, and demonstrates agility and flexibility.

NAMIC's Strategic Management Series  
2023-2024

Biographical Information



**Marissa Brooks**  
Director, Drama Development  
CBS Studios – Los Angeles, CA

Marissa attended Syracuse University and earned a dual degree in Television, Radio & Film from S.I Newhouse School of Public Communications, and Information Management from the School of Information Studies. Throughout her studies, she focused on courses in project management and television. She attended Syracuse in Los Angeles (SULA) her junior year which solidified her dream of wanting to move to LA and pursue the entertainment industry.

Marissa is the Director of Drama Development at CBS Studios, where she develops tv shows for both broadcast and streaming across the television industry including FIRE COUNTRY (CBS), WALKER (CW) and MATLOCK (CBS – premiering fall 2024). Her focus and passion is finding and amplifying stories and voices that have yet to be discovered. She not only works in development, but is also on the board of the Culture and Inclusion Council at the studio. Maintaining the uplifting culture while promoting the voices of the employee, has been incremental to Marissa's experience within the company. Prior to working at CBS Studios, Marissa worked at Innovative Artists as a Talent Assistant, MSA Agency, 495 Productions as a Casting Associate, and Entertainment Studios as an Associate Producer.

Marissa loves to give back and volunteers in the kids ministry at church, mentors students, assistants and up and coming writers, and recently served on the board for the Hollywood, Radio & TV Society, where she hosted panels highlighting the progress, pressure and authenticity in tv and film. Her passion for story telling and creating connection among people infuses joy into Marissa's journey, along with the time she's able to spend with her friends and family.

NAMIC's Strategic Management Series  
2023-2024

Biographical Information



**Bobby Guerrero**

Sr. Director, Product Management  
Comcast Business – Philadelphia, PA

Robert “Bobby” Guerrero is the Sr. Director of Program Management & Strategy, Unified Communications for Comcast Business. He serves as a critical member of the leadership team responsible for creating and implementing comprehensive communication solutions across market segments from Enterprise to Small Business.

Previously, Mr. Guerrero spent more than a decade in Sales and Sales Operations roles, focusing on productivity-enhancing tools, training programs, and Channel development. He has created and directly managed indirect channels for Value Added Resellers, E-Commerce, and 3<sup>rd</sup> Party doorknockers that have propelled the organization’s revenue recognition.

Mr. Guerrero is a passionate, solution-oriented driver with a nearly 20-year track record of collaboration focused on driving revenue, operational excellence, and creating remarkable product experiences. He values driving business results by conducting internal and external research to make responsible business decisions with a keen eye on fiscal responsibility.

Mr. Guerrero holds a Bachelor of Arts in Media Studies from The Pennsylvania State University. He resides in the Philadelphia suburbs with his wife, spending his free time with his two young daughters, coaching youth soccer, and playing golf.

**NAMIC's Strategic Management Series  
2023-2024**

**Biographical Information**



**Amy Johnston-Smith**  
Exec Director Marketing Business Operations  
Comcast – Philadelphia, PA

Amy Johnston-Smith is an accomplished Executive Director of Marketing Business Operations with 20+ years of experience modernizing business capabilities to drive transformational impact across matrixed organizations. She leans into operational pain points to concept next-level best practices and solution offerings that unravel complex challenges and strengthen high-level strategic initiatives. She delivers steadfast financial leadership to optimize ROI and skillfully forecast and qualify operational investments. Amy masters a steady and collaborative leadership approach to build consensus across multidisciplinary teams and executive stakeholders to pivot from operational uncertainty to transparent goals.

Amy balances her professional career and social interests in her local community by serving as Chairperson of an advisory board for Lower Providence Parks and Recreation Department in Montgomery County PA, volunteering with The Center for Loss and Bereavement in Worcester PA as well as educating youth on healthy lifestyles.

**PROFESSIONAL EXPERTISE & HIGHLIGHTS**

- Sophisticated Marketing Operations Strategy
- Operational Efficiency Gains & Modernization
- Transformation Strategy & Leadership
- Process Optimization & Operational Best Practices
- Consumer Marketing Campaigns
- Media Planning & Production
- Agency Partner Management

“Building operational best practices with a winning strategy to modernize your organization’s marketing functionality and performance is not easy. You must build transparency across all rungs of leadership, business, and marketing to create consensus around transformation

initiatives. This is how you start to modernize and advance how high-level marketing operations serve and build your business.”

NAMIC's Strategic Management Series  
2023-2024

**Biographical Information**



**Christopher Kohlback**  
Director Account Management  
Comcast – Centennial, CO

Mr. Kohlback is the Director of Account Management Strategy & Operations at Comcast (CXSO). He serves as a critical member of the executive team to articulate and implement a strategic vision that focuses on written operations; process improvement; digital CX growth, as well as program development and implementation.

Previously, Mr. Kohlback served as Sr Manager of West Division Written Billing Operations at Comcast. He oversaw the strategic development and implementation of Chat Billing, Retention, and phone Billing operations and related program functions.

Mr. Kohlback is a creative, action-oriented, and results-driven professional with 15+ years of experience in strategic management of Vendor Partner Operations and written channel support. He has a proven record of establishing cross-functional partnerships to deliver results in dynamic operations environments. An agile, strategic leader and an exceptional communicator with an aptitude for analytical problem solving, operational rigor, and assessing Internal/Partner needs. Mr. Kohlback is passionate about operational excellence, CX, and developing strong partnerships to achieve business objectives and drive growth.

A native of Boston, Chris earned a bachelor's degree in fine art from The School of the Art Institute of Chicago and received his certificate in Customer Experience Leadership from Rutgers University.

When he is not at work, Chris enjoys spending time with his wife (Jessica), 2 children (Cooper 8, and Cashen 4), and his family and friends. He is an avid skier and loves to spend time in the CO mountains, as well as perusing his passion for DJing and cooking.

NAMIC's Strategic Management Series

2023-2024

Biographical Information



**Julie Nebres**

Director

Comcast Technology Solutions – Centennial, CO

Julie Nebres has been at Comcast Technology Solutions for almost 15 years, fulfilling various roles from IT Project Manager in the early days to Sr. Engineering Operations Manager to Sr. Training Program Manager, and now a Director in the Engineering Delivery team. Ms. Nebres is a People Leader of a cross-segment team spanning User Education, Infrastructure Operations and Budgeting, and Security Compliance in Software Engineering.

Ms. Nebres is a graduate of the University of Washington. PMP-certified since 2010 with a technical background, Ms. Nebres is highly results-driven, accomplishing goals through the right blend of team empowerment, fostering good morale, timely communication, and meticulous attention to detail. Ms. Nebres values life-long learning as a trainer and as a student herself, always receptive to new insights, new technologies, and new methodologies that could best serve value to organizations.

Ms. Nebres is based in Washington state, equally cherishing the gorgeous Seattle summer days and the famous lingering misty but textured weather for the remainder of the year. In her spare time, she enjoys writing, building video tutorials, and training her Borderdoodle puppy.



NAMIC's Strategic Management Series

2023-2024

Biographical Information



**Jessica Phillips**

Senior Director, Public Sector Program Mgmt  
Comcast Business – Philadelphia, PA

Jessica Phillips is the Senior Director, Public Sector Program Management. In this role, Jessica leads a team of Program Managers to prioritize public sector requirements, secure funding for project execution, and help align resources to a dedicated E2E structure.

Jessica has been with the Comcast organization for over seven years. Her prior role was Director of Business Operations, supporting all HQ channels and Mid-Market. In this role, Jessica supported the continued growth of CB, with oversight to budgeting, forecasting, and reporting. Prior to joining Comcast Business, Jessica led Business Product Strategy for Comcast's Internet of Things (IoT) business, MachineQ. She developed roadmaps for MachineQ's go-to-market models, defined and prioritized product prioritization enhancements and lead the MachineQ pricing strategy. Jessica brings product perspective and strategic planning to her role.

Jessica holds a BS in Civil Engineering & Engineering Management and MBA in Finance. She earned both degrees from Cornell University. She lives in Philadelphia with her husband Greg and three children: Hallie, Ethan, and Ben. When she's not working you can find her rooting for Philly sports teams, spending time with her family at the shore, or participating in a Peloton challenge.

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2023-2024

Biographical Information



**Erin Russell**

Senior Director, Audience Planning  
Comcast – Philadelphia, PA

NAMIC's Strategic Management Series

2023-2024

Biographical Information



**Jessica Shelly**

Sr Director, Product Management

Comcast Business – Philadelphia, PA

Jessica is currently a Senior Director of Product Management for Comcast Business with responsibilities over the Broadband, Video and SaaS products. In her time in this role, Jessica has launched X1 for Business, next-gen symmetrical broadband services, and enhanced digital product experiences. Prior to her current role, Jessica was a Product Manager for Xfinity Video Services working on what has evolved into Flex and Now TV. Jessica has an MBA in Marketing from Temple University and a BS in Marketing and International Business from Drexel University. Outside of work, Jessica is in her second year on the board of the Home and School Association (PTA) at her elementary school and currently serves as the President. Jessica lives outside of Philadelphia with her husband, 11 year old daughter, 9 year old son, and dog Mando.

NAMIC's Strategic Management Series  
2023-2024

Biographical Information



**Katherine Stratos**

Executive Director, Data Services, Total Rewards  
Comcast NBCU – Philadelphia, PA

NAMIC's Strategic Management Series  
2023-2024

**Biographical Information**



**Jessica Thress**

Director, Business Process Management  
Comcast – Oaklyn, NJ

Jess Thress is a Director of Business Process Management in Comcast Business. She serves as one of the leads on the Master Data Management supporting the product catalog for a system that is being implemented to support internal operations in Comcast Business. Jess's focus revolves around requirement and process alignment to support various system development initiatives to ensure catalog governance is maintained.

Jess has her Bachelor of Business Administration and Spanish from Roanoke College (2010). Additionally, she has a Master of Business Administration and Master of Business Intelligence from Saint Joseph's University (2015).

Jess shares her life with her husband, two sons (Liam and Charlie), and two dogs (Scout and Willow). In her free time, she enjoys spending time with her family and reading.