

**BEFORE THE PUBLIC SERVICE COMMISSION  
OF THE STATE OF UTAH**

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In the Matter of )

Petition to Amend Q LINK WIRELESS LLC )  
Designation as an Eligible Telecommunications )  
Carrier to Participate in the Utah Universal Service )  
Fund )

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Docket No. 18-2549-02

**DIRECT TESTIMONY OF ISSA ASAD  
ON BEHALF OF Q LINK WIRELESS, LLC**

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*Attorneys for Q LINK WIRELESS LLC*

June 22, 2018

**BEFORE THE PUBLIC SERVICE COMMISSION  
OF THE STATE OF UTAH**

In the Matter of	)	
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Petition to Amend Q LINK WIRELESS LLC's	)	Docket No. 18-2549-02
Designation as an Eligible Telecommunications	)	
Carrier to Participate in the Utah Universal Service	)	
Fund	)	

**DIRECT TESTIMONY OF ISSA ASAD  
ON BEHALF OF Q LINK WIRELESS, LLC**

1   **Q.    PLEASE STATE YOUR NAME AND BUSINESS ADDRESS.**

2    A.    My name is Issa Asad. My business address is 499 East Sheridan Street, Suite 400, Dania  
3        Beach, Florida 33004.

4   **Q.    ON WHOSE BEHALF ARE YOU TESTIFYING?**

5    A.    I am testifying on behalf of Q LINK WIRELESS LLC (hereinafter referred to as "Q LINK"  
6        or "the Company"), the Petitioner seeking to amend its designation as an eligible  
7        telecommunications carrier ("ETC") in the State of Utah to include authorization to  
8        participate in the low-income Utah Universal Service Fund ("UUSF").

9   **Q.    WHAT IS YOUR RELATIONSHIP WITH Q LINK?**

10   A.    I serve as the Chief Executive Officer of Q LINK, which is wholly owned by its parent,  
11        Quadrant Holdings Group LLC (hereinafter referred to as "Quadrant Holdings") for which  
12        I am the Managing Member.

1 **Q. PLEASE DESCRIBE YOUR EDUCATIONAL AND EMPLOYMENT**  
2 **BACKGROUND.**

3  
4 A. I have over 18 years of experience in telecommunications, marketing, and technology  
5 industries. My complete biography and resume is attached hereto as Exhibit ADT-1.

6 **Q. PLEASE PROVIDE A BRIEF DESCRIPTION OF Q LINK AND ITS**  
7 **OPERATIONS.**

8  
9 A. Q LINK is a Delaware limited liability company (“LLC”) with its principal offices located  
10 at 499 East Sheridan Street, Suite 400, Dania Beach, Florida 33004. Q LINK is wholly  
11 owned by its parent, Quadrant Holdings, also a Delaware LLC. Quadrant Holdings owns  
12 100% of Centurion Logics, LLC, a Florida LLC that provides proprietary back-end  
13 software and is not a regulated entity. As of the date this testimony is filed, Q LINK has  
14 one subsidiary, Qlixar Corporation, a Puerto Rico corporation fully owned by Q LINK.  
15 Qlixar Corporation provides mobile advertising and is not a regulated entity. Q LINK  
16 provides voice grade access to the public switched telephone network (“PSTN”) and  
17 broadband services through the resale of T-Mobile and Sprint mobile services. Q LINK is  
18 a provider of commercial radio service throughout the United States.

19 **Q. DOES Q LINK CURRENTLY PROVIDE SERVICE TO UTAH CONSUMERS?**

20 A. Yes. On December 14, 2012, Q LINK was designated by the State of Utah Public Service  
21 Commission as a federal Lifeline-only ETC in the State of Utah for the limited purpose of  
22 offering Lifeline universal service offerings. *See In the Matter of the Petition of Q LINK*  
23 *Wireless LLC for Designation as an Eligible Telecommunications Carrier in the State of*  
24 *Utah*, Report and Order, Docket No. Dec. 14, 2012 (“ETC Designation Order”). Q LINK  
25 is a designated ETC in Utah to provide nonfacilities-based wireless Lifeline service to low-

1 income Utah residents that meets the requirements of the federal Lifeline program. Q LINK  
2 has successfully provided Lifeline service to Utah consumers since January 2013.

3 **Q. HAVE YOU REVIEWED THE UUSF PETITION FILED ON BEHALF OF Q LINK**  
4 **IN THIS PROCEEDING?**

5  
6 A. Yes. I have reviewed Q LINK Wireless LLC's Petition to Amend its Designation as an  
7 Eligible Telecommunications Carrier to Participate in the Utah Universal Service Fund (the  
8 "UUSF Petition"), and verify the accuracy of the statements and facts of the Petition.

9 **Q. DOES Q LINK'S UUSF PETITION REQUEST PROPOSE PARTICIPATION IN**  
10 **THE UUSF PROGRAM IN THE SAME SERVICE AREA IN WHICH IT**  
11 **CURRENTLY OPERATES?**

12  
13 A. Yes. Q LINK currently provides federally-supported Lifeline services in the service area  
14 designated by the Commission in the ETC Designation Order. Q LINK proposes to provide  
15 low-income households access to the UUSF program throughout the same service area if  
16 the UUSF Petition is approved.

17 **Q. WHAT IS THE SPECIFIC PURPOSE OF YOUR TESTIMONY IN THIS**  
18 **PROCEEDING?**

19  
20 A. The purpose of my testimony is to provide support to Q LINK's UUSF Petition seeking  
21 designation to expand its current Lifeline designation to be able to participate in the UUSF  
22 program. Q LINK filed its federal-only Lifeline Petition for Designation as an Eligible  
23 Telecommunications Carrier in Utah with the Commission on January 25, 2012 and at that  
24 time did not seek to participate in the UUSF program to business considerations. As a  
25 result, in the Company's *ETC Designation Order* approving Q LINK's request to offer  
26 federal Lifeline-supported service in Utah, the Commission specified that the Order "does  
27 not grant Q Link authority to seek support from the Utah USF, nor has Q LINK requested  
28 such authority." The Commission also directed that, should the Company decide to pursue

1 state USF funding at a later point, Q LINK must first receive Commission approval of an  
2 application for such funding. Given the needs of low-income households in Utah and based  
3 on business considerations about participating in the UUSF program, Q LINK believes that  
4 low-income Utah households would benefit from its participation in the UUSF program.  
5 Q LINK therefore is now petitioning the Commission to seek approval to amend its original  
6 federal-only ETC Lifeline designation in Utah to provide Lifeline services supported by  
7 the UUSF program.

8 **Q. DOES Q LINK SEEK SUPPORT FROM ANY OTHER USF PROGRAMS?**

9 A. No. Q LINK does not seek to amend its ETC status for the purpose of receiving support  
10 from any other USF programs, such as high-cost support or Tribal Link-Up.

11 **Q. IS Q LINK IN GOOD STANDING WITH THE FCC AND THE COMMISSION?**

12 A. Yes. Q LINK's account is current with the FCC regarding regulatory fees, and its account  
13 is current with Universal Service Administrative Company ("USAC") in regards to USF  
14 contributions. Q LINK is also in good standing with the Commission, has complied with  
15 all Utah regulations and statutes and remitted applicable surcharges and fees on behalf of  
16 Utah consumers.

17 **Q. IN WHAT OTHER JURISDICTIONS IS Q LINK CURRENTLY DESIGNATED  
18 TO PROVIDE FEDERAL LOW-INCOME LIFELINE SERVICES?**

19 A. Q LINK is currently designated as an ETC provider in the following jurisdictions: Arizona,  
20  
21 Arkansas, Colorado, Georgia, Hawaii, Idaho, Indiana, Iowa, Kansas, Kentucky, Louisiana,  
22 Maine, Maryland, Michigan, Minnesota, Missouri, Nevada, Ohio, Oklahoma,  
23 Pennsylvania, Puerto Rico, Rhode Island, South Carolina, Texas, Vermont, Washington,  
24 West Virginia, and Wisconsin. Q LINK also has petitions for ETC designation pending  
25 before the following jurisdictions: California, Illinois, Massachusetts, Mississippi, New

1 Jersey, and New Mexico; and Q LINK has an application for ETC designations pending  
2 before the FCC (for both voice-only and as a Lifeline Broadband Provider).

3 **Q. WHY IS Q LINK NOW INTERESTED IN RECEIVING SUPPORT FROM THE**  
4 **UTAH UNIVERSAL SERVICE FUND?**

5  
6 A. Q LINK currently provides affordable prepaid mobile phone service, including calling,  
7 text messaging, and broadband, along with user-friendly WiFi- and hotspot-enabled  
8 handsets, tablet or hotspot devices, and high quality customer service. By participating in  
9 the UUSF program, Q LINK will be able to provide more supported service plans to its  
10 Utah low-income households through application of the UUSF support amount. The  
11 households seeking support from the low-income Lifeline program have limited financial  
12 resources and struggle about how best to allocate resources. Q LINK's increased proposed  
13 service offerings will provide increased supported services over the plans Q LINK  
14 currently offers on the federal-only low-income Lifeline plan. Further, Q LINK's products  
15 and plans are specifically geared toward serving low-income communities, and its service  
16 models and proposed increased offerings reflect this mission. As one example, the  
17 Company's prepaid, budget-friendly pricing affords many low-income households the  
18 option of having mobile phone service and broadband access without the burden of hidden  
19 costs, varying monthly charges, or contractual commitments. Therefore, through Q LINK's  
20 UUSF program participation, these low-income Utah households will have increased  
21 access to modern communications mediums like voice telephony, texting, and broadband  
22 Internet capabilities, allowing greater access to employment and contact with potential  
23 employers, as well as the ability to stay in touch with children or other family members.

1 **Q. PLEASE BRIEFLY DESCRIBE THE COMPANY’S CURRENT OFFERINGS TO**  
2 **UTAH CONSUMERS?**

3  
4 A. Q LINK currently offers eligible Utah residents the Company’s principal Lifeline plan:

5 **Utah Lifeline Plan**

6 350 anytime voice minutes per month

7 Unlimited picture and text messaging

8 1 GB data per month

9 *Minutes & data do not rollover*

10 Net cost to Lifeline customer: **\$0**

11 Voice minutes may be used for Domestic Long Distance at no extra charge

12 Data at 3G speeds or higher

13  
14 However, Q LINK has offered promotions where customers were able to get up to 1000  
15 anytime voice minutes for no additional cost after application of the federal Lifeline  
16 subsidy and has offered promotions where customers can earn supplemental voice minutes  
17 for no additional cost after application of the federal Lifeline subsidy by voluntarily  
18 undertaking certain activities, such as taking surveys or watching advertisements.

19  
20 **Q. DOES Q LINK PROPOSE TO OFFER THE SAME PLAN USING THE SUPPORT**  
21 **FROM THE UUSF?**

22  
23 A. No. In its UUSF Petition seeking to amend its ETC designation to include permission to  
24 participate in the Utah USF, due to clerical error, Q LINK incorrectly listed the current  
25 plan offered in Utah as the proposed offering. Q LINK seeks to now correct the statement  
26 from its UUSF Petition to clarify that Q LINK’s proposed offerings in Utah will be:

27 **Bundle Plan: Unlimited Minutes & 1 GB Data (Q LINK ALWAYS ON)**

28 Unlimited anytime minutes per month

29 Unlimited text and picture messaging

30 1 GB data per month

31 *Data does not rollover*

32 Net cost to Lifeline customer: **\$0**

33 Voice minutes may be used for Domestic Long Distance at no extra charge

34 Data at 3G speeds or higher

35

1 This plan is supported by the federal Lifeline support of \$9.25 and the UUSF program  
2 support of \$3.50, providing low-income households an increased number of voice minutes  
3 and texts and messaging. Further, customers would also have access to additional minutes  
4 and broadband data for purchase with currently available publish listed at  
5 <https://qlinkwireless.com/members/cart/quickpurchase.aspx>.

6 **Q. DOES Q LINK SATISFY THE ELIGIBILITY REQUIREMENTS FOR ETC**  
7 **DESIGNATION FOR UUSF SUPPORT?**

8  
9 A. While I'm not a lawyer, based on my understanding from Q LINK's attorneys, I believe  
10 that Q LINK satisfies all legislative and regulatory requirements necessary for UUSF  
11 support as outlined in the Utah Code and Utah Administrative Code. In addition, Q LINK  
12 further commits to complying with any additional requirements the Commission may  
13 believe is necessary for UUSF support.

14 **Q. IS Q LINK A NON-FACILITIES-BASED LIFELINE ETC?**

15 A. Yes. Q LINK is currently designated ETC in Utah to provide nonfacilities-based wireless  
16 Lifeline service to low-income Utah residents in accordance with the requirements of the  
17 federal Lifeline program. To provide these services, Q LINK operates as a common carrier  
18 in Utah, offering voice telephony and broadband service to its Lifeline customers through  
19 the networks of Sprint Spectrum L.P. ("Sprint"). Since being designated as an ETC by the  
20 Commission, Q LINK has provided voice service access to the public switched network  
21 ("PSTN") and access to emergency services. Further, Q LINK's usage plans are different  
22 from, but comparable to, those plans offered by incumbent local exchange carriers in the  
23 same designated service area. In addition, the Company also provides access to emergency  
24 services provided by local government or public safety officials, including 911 and E911,  
25 where available, for free and without regard for whether the customer's device is activated



1 or has available minutes. In addition, Q LINK provides its Lifeline customers with  
2 broadband access that has the ability to receive “the capability to transmit data to and  
3 receive data from all or substantially all Internet endpoints, including any capabilities that  
4 are incidental to and enable the operation of the communications service, but excluding  
5 dial-up Internet access service.” Further, like most wireless carriers, Q LINK will not  
6 provide toll limitation service because Q LINK does not differentiate domestic long  
7 distance usage from local usage, and all usage is paid for in advance.

8 Q LINK’s UUSF Petition proposes to employ these same services as part of its  
9 participation in the UUSF program.

10 **Q. IS Q LINK’S CURRENT PARTICIPATION IN A UTAH LIFELINE PROGRAM A**  
11 **CONSIDERATION FOR THE COMMISSION?**

12  
13 A. Yes. Q LINK has provided prepaid wireless Lifeline service to low-income Utah  
14 households for many years. And, while I am not a lawyer, I understand from Q LINK’s  
15 counsel that the Commission’s rules stipulate that the UUSF \$3.50 support is available for  
16 voice and broadband service that meets the FCC requirements and standards for  
17 participation in the federal low-income Lifeline program. Additionally, Q LINK’s  
18 attorneys have explained to me that, to participate in the UUSF program, the wireless  
19 Lifeline service offering must include unlimited texting and at least 750 voice minutes per  
20 month at no charge. Since Q LINK’s proposed plan offers both unlimited voice minutes  
21 and unlimited texts, Q LINK’s proposed service offering satisfies that requirement. In  
22 addition, as noted above, Q LINK is currently an approved-federal Lifeline wireless  
23 provider in the state of Utah. Q LINK’s Lifeline offerings include voice services, texting,  
24 and data to access wireless broadband Internet service; these services would also be

1 provided to UUSF program participants if the Commission approves Q LINK's UUSF  
2 Petition.  
3

1 **Q. HOW WILL ALLOWING Q LINK TO PARTICIPATE IN THE UUSF BENEFIT**  
2 **THE PUBLIC INTEREST OF UTAH CONSUMERS?**  
3

4 A. Granting Q LINK’s request for expansion of its ETC designation to include support from  
5 the UUSF program is in the public interest. Q LINK’s participation in the UUSF program  
6 will further the Commission’s universal service goal to provide increased supported  
7 services for low-income Utah households. To achieve that goal, Q LINK has targeted its  
8 services to providing exceptional offerings that meet the needs of low-income consumers;  
9 reimbursement from the UUSF program would only enhance the Company’s ability to  
10 provide increased supported services and plans that are beneficial to this community. For  
11 example, as demonstrated above, through participation in the UUSF program, the  
12 Company is able to offer more supported service, prepaid low cost wireless service to low-  
13 income Utah households (after application of the Lifeline support), thereby increasing  
14 consumer choice and low-income Utah households’ access to telephone and broadband  
15 services. Increasing customer choice will likely spur other wireless ETC providers to  
16 compete for eligible customers by providing the highest value (e.g., higher quality  
17 handsets, superior customer service).

18 Modifying Q LINK’s ETC Designation to include participation in the UUSF  
19 program will allow Utah consumers to have access to more quality mobile and broadband  
20 services and the related benefits. Wireless voice and broadband service offers a stable  
21 contact method where traditional landline service would be unavailable or not a viable  
22 option. Many consumers in Utah are faced with making difficult choices about how to  
23 allocate and spend their limited resources. The ability to meet their communications and  
24 broadband access needs while at the same time anticipating and controlling the associated  
25 costs is critical. Q LINK’s proposed prepaid service offerings would enable low-income

1 Utah households to tailor their wireless and broadband services to their needs and budgets  
2 with increased support, and the prepaid nature of the service also provides an alternative  
3 for “unbanked” consumers.

4 The public interest benefits to low-income Utah households of Q LINK’s wireless  
5 service include the convenience and security afforded by mobile service and a generous  
6 amount of voice and broadband access included without cost (after application of the  
7 Lifeline support). Providing Q LINK with the authority necessary to offer these services as  
8 part of the UUSF program will only further the public interest already served by Q LINK’s  
9 federal-only Lifeline offerings by allowing the Company to provide a greater quantity of  
10 services.

11 **Q. DOES THIS CONCLUDE YOUR TESTIMONY?**

12 A. Yes.

**Q LINK WIRELESS LLC**  
**DIRECT TESTIMONY OF ISSA ASAD**

**EXHIBIT ADT-1**

# ISSA ASAD

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## PROFESSIONAL BIOGRAPHY

Issa Asad is an experienced entrepreneur, businessman, and marketing strategist residing in the Dania Beach, Florida area. With over 20 years of experience in telecommunications, marketing, and technology industries, Issa's companies have produced continuous yearly profit growth in highly competitive domestic and international markets. He is the Founder, Managing Member, Chief Executive Officer and President of several telecom and technology companies, most recently Quadrant Holdings, LLC (founded 2011); Q Link Wireless, LLC a subsidiary of Quadrant Holdings (founded 2011); and Reliable Telecard (founded 1998).

Before devoting himself to the telecom industry, Issa was an entrepreneur from the start. He began in retail at the early age of 24 as owner, operator, and developer of convenience stores and gas stations across New York and Florida. With vision and entrepreneurial spirit, he was the first gas station owner to offer fast food in his network of privately owned stores, beginning with Fine Foods Supermarkets in Miami, Florida. As President and CEO of the South Florida Grocers Association, Issa led the industry to incorporate Point of Sale, Cashless ATMs, Prepaid Calling Cards and check cashing services within grocery stores and gas stations.

Issa's career shifted into the telecom industry in the late 1990s, when he noticed an unexplored opportunity to provide prepaid phone cards for low-income Americans with families abroad. Issa began selling phone cards in his stores, and in the spring of 2000, he revolutionized the entire prepaid phone card industry when he founded Reliable Telecard and co-founded I-Prepay Inc. Under Issa's leadership, these companies were the first to use touch-screen technology to develop and successfully distribute a real-time PIN delivery system with electronic point-of-sale solutions and physical distribution of phone cards, prepaid wireless products, bill payment processing, and other digital services.

The I-Prepay technology set the industry standard for the distribution of prepaid telecommunication services and products, and catalyzed a complete market restructuring, leading to record sales, revenues, and growth of the industry as a whole. Issa's own unparalleled telecom marketing victories followed. With his passionate and strategic professional vision, he founded and helmed several of the nation's most esteemed telecom, technology, and Internet companies.

Issa's recent achievements include his sweeping success as CEO and founder of Q Link Wireless, Managing Member of Quadrant Holdings, and President of QLixar Mobile Advertising Company. In only 6 years, Issa has directed Q Link Wireless to become the third largest Lifeline provider in the United States, is fully self-funded with zero debt, and services approximately 2.4 million customers nationwide.

Issa has been featured in many technology-based publications. *Intelecard News* profiled Issa as a telecommunications executive with "real vision" and the *Prepaid Press* newspaper featured Issa as a "Telecom Mover of the Month" and labeled him as a "playmaker"—one of the "top telecommunications executives" in United States. He has also been recognized by *Who's Who in Telecom*, has authored several books, owns a variety of social media and e-commerce marketing blogs, and has been highlighted in several news publications for his ongoing commitment to both customers and community.

# ISSA ASAD

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499 E Sheridan St, Suite 400  
Dania, FL 33004

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## SENIOR EXECUTIVE SUMMARY

Entrepreneur and senior sales executive with 18-year accomplished track record and known throughout the prepaid and telecom industry for delivering and sustaining revenue and profit gains with highly competitive domestic and international prepaid products, including domestic and international prepaid telephone and wireless calling cards and national distribution channels markets. By age 30, had pioneered what is now a multi-hundred million dollar a year prepaid industry. Practical experience in and solid understanding of a diverse range of business management applications, including market analysis, sales and marketing, team-building and quality assurance. Demonstrated ability to select, train and retain self-motivated customer-oriented employees. Exceptional problem-solving skills, keen client needs assessment aptitude, high-caliber presentation, negotiation and closing skills.

Strategic & Tactical Planning  
Mergers & Acquisition  
Strategic Partnerships & Alliance  
Broker & Vendor Relations

Business Expansion & Startups  
Staff Management & Development  
Sales Presentations & Closing  
Account Development & Acquisition

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## PROFESSIONAL EXPERIENCE

### QUADRANT HOLDINGS GROUP, LLC – DANIA, FL

Managing Member, January 2011 - Present

Quadrant Holdings serves as the Managing Member entity of Q Link Wireless, LLC., and other telecom companies.

### Q LINK WIRELESS, LLC – DANIA, FL

Founder and CEO, January 2011 - Present

Q Link Wireless, LLC., is the third largest provider of government assisted wireless service nationwide, offering prepaid wireless and discounted Lifeline phone service to low income families and individuals, ensuring vulnerable populations have consistent and reliable phone service with 24-hour access to manned 911 operators. In-house technology infrastructure integrates directly with Sprint's network to offer consumers industry-leading service worldwide. Q Link Wireless provides quality wireless service and customer support to approximately 2.4 million customers. Q Link Wireless serves as the Managing Member entity of QLixar Incorporation a mobile advertising company.

- Developed and evolves sales model, including strategy, process, partnerships, organization, and execution to deliver financial and market share goals and achieve sustained profitable growth
- Established direct working relationships with fortune 500 companies such as Facebook, Google, and Bing to reach consumers in un-serviced areas of the market, resulting in 85% of its enrollees being new to the Lifeline program.
- Self-funded Q Link Wireless, and carries no company debt
- Built, trained, and managed results-orientated staff of high-level managers to oversee sales, marketing, compliance, shipping, technology, and a customer service team of over 150 dedicated employees providing live in-house support via phone, email, chat, and social media.
- Architected and manages the industry's most sophisticated Lifeline technology platform, with an expert team of in-house coders and developers.

## **PROFESSIONAL EXPERIENCE (Cont'd)**

### **RELIABLE TELECARD – MIAMI, FL**

**CEO, President and Founder, 2000 - 2016**

A leading provider of wholesale and retail telecommunications services. Reliable Telecard uses its own network infrastructure to route calls worldwide. The company's prepaid retail cards (topping 100 brands) are available at over 250,000 points of sale nationwide.

- Grew and maintained client base of 9,000 distributors and 300 worldwide outlets
- Managed a staff of 150 employees
- Gross annual revenues exceeding \$50M

### **IPREPAY, INC. – MIAMI, FL**

**VP of Sales & Co-Founder, January 2000 - 2008**

Provided wholesale long distance, prepaid point of sale services including prepaid wireless, prepaid calling cards, bill pay, FTD flowers, Prepaid Visa Card, Prepaid Discover Card and an array of stored value products and services for carriers and end-users.

- Developed and evolved the sales model including strategy, process, partnerships, organization, and execution to deliver financial and market share goals and achieve sustained profitable growth
- Recruited, trained and managed results-orientated staff of professional managers to oversee sales and marketing efforts
- Increased 2004 gross revenues from \$20M to 2006 run-rate of \$75M.

### **X CHANGE COMMUNICATIONS – MIAMI, FL**

**Strategic Business Partner, 2000 - 2008**

Powerhouse Company with over 150 employees in a 40,000 square foot office campus in Miami, Florida. X Change was capable of handling 8 billion calling minutes per month through a state of the art system, completely designed and developed by strategic partners and X Change's in-house software engineers.

- Facilitated partnership with top carriers
- 1<sup>st</sup> year partnership revenues exceeded \$85M

### **PREPAID TECHNOLOGIES – MIAMI, FL**

**CEO, President and Founder, 1996 - 2001**

Prepaid Technologies aligned with qualified national processors and issued cards through a variety of national banks. Prepaid Technologies provided host-based stored value cards that were packaged and marketed as gift cards, travel cards, payroll cards, incentive reward cards, student cards, e-cards, vendor payment cards, and expense cards.

- Responsible for securing national prepaid distribution channels
- 1<sup>st</sup> year profits exceeding \$600K

### **WORLD.COM – MIAMI, FL**

**Director of Sales, 1995 - 1996**

Facilities-based network operator managed one of the world's largest communications network systems. One of the largest carriers of international voice traffic operating a leading Internet protocol backbone system.

- Secured exclusive prepaid phone card deal with Michael Jordon generating over \$1B in gross revenues with over \$350M in revenues during the 1<sup>st</sup> year



## **FINE FOODS SUPERMARKETS – MIAMI, FL**

CEO, President and Founder, 1991 - 1999

- Designed, developed, opened and maintained 12 retail chain grocery stores

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## **PUBLICATIONS**

Asad, Issa. (2014) *Instant Profits with Alibaba: Cash in On the World's Largest Economy – China*

Asad, Issa. (2014) *Instant Profits with Instagram: Build Your Brand, Explode Your Business.*

Asad, Issa. (2014) *Instant Profits with Snapchat: How to Use Snaps to Boost Your Sales Fast*

Asad, Issa. (2014) *Instant Profits with Vine: How to Grow Your Business in Just 6 Seconds*

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## **MEDIA RECOGNITION**

### **NEWS:**

Sun Sentinel News

CBS Miami

7 News Miami

Highlighted for Hurricane Harvey Relief Efforts

Highlighted for Hurricane Harvey Relief Efforts

Highlighted for Hurricane Harvey Relief Efforts

Sept 1<sup>st</sup> 2017

Aug 29<sup>th</sup> 2017

Aug 29<sup>th</sup> 2017

### **MAGAZINE:**

Intele-Card News Magazine

Phone Plus

Convenience Store Decisions

Convenience Store News

Vending Times

Acknowledged and interviewed in 48 issues since 2000.

Acknowledged and interviewed in 10 issues since 2002.

Acknowledged and interviewed in both 1997 and 1998.

Acknowledged and interviewed in both 1997 and 1998.

Acknowledged and interviewed in 1995.

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## **EDUCATION**

### **UNIVERSITY OF MIAMI – MIAMI, FL**

B.S. Science

A.A. Business Management

### **FLORIDA INTERNATIONAL UNIVERSITY – MIAMI, FL**

A.A. Physiology


**Q LINK WIRELESS LLC**

**VERIFICATION**

STATE OF FLORIDA        )  
  )  
County of Broward        )

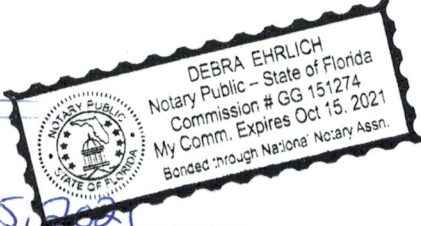
I, Issa Asad, being first duly sworn upon oath, depose and say that I am the Chief Executive Officer of Q LINK WIRELESS LLC, as such am authorized to make this verification on its behalf that I have read the foregoing Direct Testimony of Issa Asad on Behalf of Q LINK WIRELESS LLC; that I know the contents thereof; and that the matters stated therein are true and correct to the best of my knowledge.

I declare under penalty of perjury that the foregoing is true and correct.

  
\_\_\_\_\_  
Issa Asad  
Chief Executive Officer  
Q LINK WIRELESS LLC

Subscribed and sworn to before me this 22<sup>nd</sup> day of June, 2018

  
\_\_\_\_\_  
Notary Public



My Commission Expires: Oct. 15, 2021

## **CERTIFICATE OF SERVICE**

Docket No. 18-2549-02

I CERTIFY that on June 22, 2018, a true and correct copy of the Direct Testimony of Issa Asad on Behalf of Q LINK Wireless, LLC. was served upon the following individuals:

### By Electronic Mail

Brett N. Anderson (bretta@blackburn-stoll.com)  
Vicki Baldwin (vbaldwin@parsonsbehle.com)  
Sharon Bertelsen (bertelsens@ballardspahr.com)  
Larry Bowman (larry.bowman@charter.com)  
Diane Browning (diane.c.browning@sprint.com)  
Brian W. Burnett (bburnett@kmclaw.com)  
(cflregulatory@chartercom.com)  
Eddie L. Cox (ecox@cut.net)  
Carl Erhart (carl.erhart@ftr.com)  
William J. Evans (bevans@parsonsbehle.com)  
James Farr (james.farr@centurylink.com)  
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William Huber (william.huber@questar.com)  
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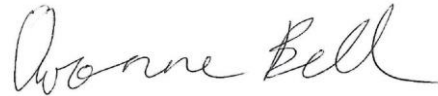
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