

Leadership Bio:

Operations Executive

Steve Asma **Director, U.S. Area Operations, SYKES**

Steve started his career at Frontier Communications in 1999 in Upstate New York. He held a broad range of leadership responsibilities during his 18-year tenure with Frontier, including the Project Management Department, multi-center operations, and several customer service and tech support teams.

In 2006, Steve relocated to DeLand, Florida to develop Frontier's partnership with Intuit, which began as a 25-agent pilot program and quickly grew into a 1,200-member team. This partnership has been recognized for outstanding leadership across Intuit's outsourced and internal network, and has been also been ranked as their leading small business group partner.

Best known as the master of details, Steve's operations run with precision. His primary focus has been to develop his management teams and establish an environment where teams enjoy coming to work every day. Steve's ability to create collaborative teams, think end-to-end, and focus on the customer, employee and business stakeholders has been essential to the growth of Frontier's partnership business.

Steve, who reports to Todd McReynolds, VP Areas Operations US, will be based out of our Deland, Florida location.

In his spare time, Steve enjoys going to the beach, traveling, playing golf and spending time with his wife, two young children and friends.