

logo not found or type unknown

Viya Announces New CEO as Geraldine Pitt Retires After More Than Six Years at Firm

Siobhan James-Alexander has been named Viya's new CEO following the retirement of Geraldine Pitt, the company's first female and longest-serving chief executive, who will remain with the firm as a member of its Advisory Board.

Business / **Published On April 03, 2025 01:34 PM /**

Ernice Gilbert **April 03, 2025**

Image not found or type unknown



Siobhan James-Alexander, Viya's new CEO.

ST. THOMAS — Viya on Thursday announced a major leadership transition with the appointment of Siobhan James-Alexander as its new chief executive officer, succeeding Geraldine Pitt, who retired on March 31 after more than six years at the helm.

According to the communications firm, James-Alexander brings a broad and accomplished background in both telecommunications and executive leadership. She most recently served as CEO of Logic Cayman, a telecommunications provider in the Cayman Islands that earned recognition under her leadership as “Best Internet,” “Best TV Provider,” and “Best Business Solutions Provider.” Her career also includes service as CEO of Millennium Heights Medical Complex (MHMC) in Saint Lucia, and a six-year tenure as CEO of Digicel St. Lucia. She also held senior leadership roles with Digicel St. Vincent and the Grenadines, overseeing operations in Grenada.

“We are thrilled to welcome Siobhan to the Viya team,” said Niall Sheely, the newly appointed One Communications CEO for Island Markets across Bermuda, the Cayman Islands, and the U.S. Virgin Islands. “Her extensive experience in telecommunications, combined with her proven leadership and strategic vision, makes her the ideal candidate to lead Viya into its next phase of growth and innovation.”

James-Alexander’s approach to operational excellence and customer satisfaction is in line with Viya’s commitment to providing state-of-the-art telecommunications solutions for the Virgin Islands, according to the release. Viya says her appointment marks a continued focus on advancing Viya’s services and responsiveness to the community’s evolving needs.

The leadership change also marks the retirement of Geraldine Pitt, Viya’s first female CEO and the company’s longest-serving chief executive. Pitt joined Viya in November 2018 and has played a pivotal role in steering the company through substantial growth and operational development, stated the release.



Geraldine Pitt will remain with Viya as a member of its Advisory Board following her retirement as the company’s first female and longest-serving CEO.

“Geraldine has been an invaluable asset to Viya,” said Sheely. “Her deep understanding of the Caribbean telecommunications landscape, coupled with her unwavering commitment to customer satisfaction, has been instrumental in shaping Viya’s success. We are grateful for her leadership and dedication.”

Under Pitt’s leadership, Viya made strategic investments and repositioned its operations to better meet the changing demands of both residential and business customers across the territory,

according to the release. Her focus on modernizing infrastructure, enhancing digital services, and prioritizing customer satisfaction helped the company remain resilient in the face of technological shifts and natural disasters that have challenged telecommunications providers across the Caribbean.

“It has been a privilege to lead Viya and serve the people of the Virgin Islands,” Pitt said. “I am proud of the progress we have made in repositioning the business for future success. Through change we have grown, and I am confident that under Siobhan’s leadership, Viya will continue to thrive in the years to come. I extend my sincere gratitude to the entire Viya team, past and present, for their hard work and dedication.”

Viya said that although stepping down from the role of CEO, Pitt will continue to lend her expertise to the company as a member of Viya’s Advisory Board, ensuring continuity during the leadership transition and continued access to her seasoned industry knowledge.

© Viconsortium 2025