

The Virgin Islands Consortium

Former Digicel And Cable & Wireless Executive To Lead Viya Effective Nov. 5

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Alvaro Pillar, who was the chief executive officer of Viya when it transitioned from Innovative, and who led the telecommunications firm through the difficult months following Hurricanes Irma and Maria, has been replaced by Geraldine Pitt, a telecommunications veteran who has worked for the top firms in the Caribbean.

That's according to a Viya release issued today; it did not give a reason for Mr. Pillar's removal, who leaves his role as CEO on November 5, the day Ms. Pitt is set to takeover.

"Geraldine is a highly experienced telecoms leader who truly understands the needs of consumers in this region," said Brad Martin, a member of Viya's board of directors and

ATN's executive vice president of operations. "Having spent 13 years with two leading wireless companies in the Caribbean, she has both the experience to give our customers what they want and the vision to accelerate our business. Geraldine's demonstrated commitment to listening to customers and improving their experience makes her a perfect choice to lead Viya forward." Viya [is owned by ATN](#).

According to the Viya release, Ms. Pitt has served in the Caribbean as the top regional executive for two international telecom companies, and brings years of experience developing strategy, managing large teams, running day-to-day business operations, and delivering an exceptional customer experience.

Her most recent work in telecommunications was in St. Lucia as the CEO/Southern Cluster for Cable & Wireless Communications, where she led strategy and planning for the company's Lime brand in Grenada, St. Lucia, St. Vincent and Dominica. She also served as general manager in St. Lucia, directing the company's day-to-day operations on the island. Prior to that, she was the country manager for Digicel in St. Lucia, where she set strategic direction and oversaw all business operations. According to the release, her work for Digicel in St. Lucia also included serving as regional general manager (for St. Lucia, St. Vincent and Grenada) and customer care director. Ms. Pitt has spent the last year in management consultancy and human resource management with the government of Grenada, Viya said.

"I am thrilled to join a company that has such passionate employees, great technologies and a dedication to continuous improvement," Ms. Pitt said. "Viya operates today on a strong foundation and I intend to build on that with a renewed focus on the needs of our customers. I am confident that doing so will allow us to expand our services, grow our business and meet the needs of the Virgin Islands like never before."