FILIFOTU VA'AI

CONSULTANT | COMMERCIAL & OPERATIONS LEADER

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EXECUTIVE PROFILE

Commercial and operations executive with 20 years of international leadership experience, bringing strategic judgement and hands-on delivery to complex businesses. Former Hawaiian Telcom Vice President with US$165M in B2B revenue responsibility and US$150M in consumer revenue responsibility in successive roles. Former Country Manager with full P&L and operational accountability for a 165-person business.

Experienced in improving commercial performance, leading transformation and aligning teams across sales, product, finance, engineering and service delivery. Brings a record of profitable growth, portfolio simplification, cost improvement and acquisition integration, working with boards, government and enterprise customers. Combines commercial discipline with the ability to clarify priorities, strengthen accountability and guide organisations through change across multiple markets.

SELECTED COMMERCIAL IMPACT

US$165M B2B revenue responsibility	**US$150M** Consumer revenue responsibility in a separate role	**165 people** Country P&L and operational leadership
16% Year-over-year revenue growth as Country Manager	**14%** Year-over-year B2B portfolio margin improvement	**55% to 69%** Market-share growth in American Samoa

CORE CAPABILITIES

- Country leadership, P&L, pricing, margin and forecasting
- Go-to-market strategy, Pacific market development, rural coverage and expansion
- Enterprise, government and wholesale relationships; strategic accounts and retention
- Telecommunications and ISP partnerships; connectivity solution selling; RFPs and negotiation
- Board, government and regulatory engagement; cross-functional delivery; M&A due diligence and integration

PROFESSIONAL EXPERIENCE

Founder & Principal
FV Consulting | 2026 - Present

- Provide consulting and advisory support across commercial strategy, business performance, practical AI readiness, executive leadership and governance.

Vice President Business Sales and Operations and VP I Enterprise Sales
Hawaiian Telcom, Honolulu, Hawai'i | 2023 - 2026

- As VP Business Sales and Operations, held US$165M in B2B revenue responsibility and led up to 80 people across Sales, Product, Operations, Contact Centre and Network Engineering. Subsequently focused on enterprise sales as VP I Enterprise Sales.
- Set commercial priorities across portfolio, pricing, pipeline, customer experience and delivery; improved Business Product portfolio margin by 14% year over year and grew enterprise data revenue by $2M.
- Led major enterprise and government pursuits from account strategy and customer discovery through solution design, commercial modelling, proposals, executive presentations, negotiation and mobilisation.
- Directed executive relationships and recovery plans for strategic customers, coordinating sales, engineering, product and operations to resolve service risks, protect revenue and rebuild trust.

- Led a commercial transformation spanning portfolio simplification, fibre-first positioning, sales execution, service delivery and cost management, reducing expenses by more than 14% and positioning more than $5M in EBITDA growth.

Vice President Consumer Sales and Product
Hawaiian Telcom, Honolulu, Hawai'i | 2022 - 2023

- Held US$150M in consumer revenue responsibility and led a 50-person Sales and Product organisation across propositions, pricing, channels, digital sales, acquisition and commercial performance.
- Delivered 15% year-over-year new-customer growth and 15% fibre-adoption growth through coordinated product, channel, campaign, process and fulfilment changes.

Executive Director and Director Roles in Sales Product and Strategy
Hawaiian Telcom, Honolulu, Hawai'i | 2017 - 2022

- Progressively promoted across consumer and business leadership roles spanning sales, product, pricing, channels, customer retention and commercial strategy.
- Led connectivity products and go-to-market programmes from market analysis and business case through executive approval, launch, sales enablement and performance review.
- Supported integration following acquisitions by Cincinnati Bell and Macquarie Asset Management, aligning commercial, product and operating priorities across leadership teams.

Country Manager
Bluesky Pacific Group and Vodafone Fiji, American Samoa | 2015 - 2017

- Held full P&L and operational accountability with 10 direct reports and 165 people across Network Engineering, Finance, HR, Sales, Product, Retail, Marketing and Facilities.
- Delivered 16% year-over-year revenue growth and 10% EBITDA improvement while increasing market share from 55% to 69% through pricing, propositions, channel execution and operating discipline.
- Led relationships with the Board, government, regulators, enterprise customers, vendors and regional partners while overseeing network investment, rural coverage, service performance and market growth.
- Served as commercial due-diligence lead for the Bluesky transaction with Vodafone Fiji and led integration priorities, brand transition and the move to local leadership.

Marketing Director
Bluesky Pacific Group, Samoa American Samoa and Cook Islands | 2011 - 2015

- Led a 65-person regional organisation across sales, marketing, retail, pricing, products, partnerships and customer growth in three island markets.
- Delivered 21% market-share growth in Samoa and led the commercial dimensions of mobile-network launches, coverage expansion, rebrands and acquired-business integration.
- Developed carrier, distribution and technology partnerships and represented the business with government, industry and community stakeholders across the region.

Product Interconnection and Regulatory Roles
SamoaTel and U.S. Federal Communications Commission, Samoa and Washington DC | Earlier Career

- Led work across product strategy, interconnection, international carrier partnerships and revenue assurance, and conducted research supporting the U.S. Congressional Satellite Competition Report.

EDUCATION AND LEADERSHIP

- **Master of Arts in Communications Telecommunications** | University of Hawai'i at Manoa
- **Bachelor of Commerce and Administration Honours** | Information Systems Commercial Law and eCommerce | Victoria University of Wellington
- Member, Institute of Directors New Zealand
- Distinguished Alumni, University of Hawai'i School of Communication and Information 2026
- Former Board Trustee, Public Schools of Hawai'i Foundation
- Former Board Member, American Samoa Chamber of Commerce
- Presenter, Pacific Telecommunications Council 2015 and 2023