



FOR IMMEDIATE RELEASE

UScellular Names Christine Paulsen Director of Retail Sales and Operations for Wisconsin

Madison, WI. (March 8, 2021) – UScellular has named Christine Paulsen to director of retail sales and operations for Wisconsin. In this role, Paulsen is responsible for leading her team of wireless technology experts to help customers select the devices, plans and consumer electronics to best meet their needs.

Paulsen has 21 years of wireless leadership experience, with more than 25 years of experience in the field. Prior to this promotion, she served as the director of sales for the company's agent channel in Wisconsin and Northern Illinois and the director of sales for company-owned stores in Nebraska and Iowa.

“Christine is a motivated sales and management leader with an extensive background and track record of success in the wireless industry,” said Eric Conlon, area vice president/general manager for UScellular in the Wisconsin/Illinois Region. “At U.S. Cellular, we focus on providing the best wireless experience for our customers through a high-quality network and the most knowledgeable associates in the industry.”

Paulsen graduated the University of Iowa Tippie College of Business. She is the mother of four and actively involved in her community through the school district and food pantry. She volunteers her time with Junior Achievement, she is the board chair for U.S. Cellular's Women in Action Wisconsin Chapter Affinity Network Group as well as acting as the UScellular Ambassador for the Dane County Boys and Girls Club, organizing 5 major events each year along with recruiting volunteers and fundraising.

About UScellular

UScellular is the fourth-largest full-service wireless carrier in the United States, providing national network coverage and industry-leading innovations designed to elevate the customer experience. The Chicago-based carrier is building a stronger network with the latest [5G technology](#) and offers a wide range of communication services that enhance consumers' lives, increase the competitiveness of local businesses and improve the efficiency of government operations. To learn more about UScellular, visit one of its retail stores or www.uscellular.com. To get the latest news, promos and videos, connect with UScellular on Facebook.com/uscellular, Twitter.com/uscellular and YouTube.com/uscellularcorp.

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