

**For Immediate Release:
March 28th, 2017**

Contact: Eric Bicknese
e.bicknese@verticallimit.com



Vertical Limit brings EVP Steve Roessler On Board

(Wanamingo, MN) March 24, 2017 – Vertical Limit, a leading service solutions provider in the Wireless Industry, today announced the addition of Steve Roessler as Executive Vice President, leading the company's drive to expand their national presence.

Steve has led high performing operations and cultural change management programs in nationally recognized companies over the past 25 years. In his most recent role as Senior Vice President Operational Excellence, he was in charge of maintenance, engineering, procurement, and operational efficiency programs for First Student's 50,000 vehicles, 500+ operating locations across 38 states, and eight Canadian provinces.

"We are thrilled to welcome Steve to Vertical Limit," said Eric Bicknese, President & CEO, Vertical Limit. "His exceptional track record of leading distributed workforces in growth, operational excellence, and client satisfaction make him a powerful addition to our leadership team."

"Vertical Limit's reputation is unmatched in the wireless industry," said Steve Roessler, Executive Vice President, Vertical Limit. "I am excited to bring my experience building a team culture with focus on execution. My attention will be on growing our national presence while ensuring our operations are exceeding our customer's expectations nationwide."

About Vertical Limit

Vertical Limit is a leading service solutions provider to the Wireless Industry. Fueled by proprietary software systems and people that work like your grandparents used to, Vertical Limit is your complete service solutions partner. Our team of over 250 wireless experts Plan, Build, Modify, Optimize, and Maintain wireless networks across North America. Vertical Limit is headquartered in Minnesota with offices in Colorado, Texas, Wisconsin, and Illinois. Most importantly, our reach spans coast to coast.