



JOHN MARICK
Co-founder and CEO

- ✓ Co-founded Consumer Cellular in 1995.
- ✓ Began wireless career with McCaw Communications/Cellular One.
- ✓ Born and raised in Vancouver, WA.
- ✓ Holds degrees from University of Portland (Portland, OR) and Willamette University (Salem, OR).

John Marick is co-founder and CEO of Consumer Cellular. The company was launched in 1995 in Portland, Oregon and has since grown to be one of the most successful and longest operating mobile virtual network operators (MVNO) of cellular phone service in the United States, with more than 2,000 employees at 5 offices in Portland, OR; Redmond, OR; and Phoenix, AZ. As of 2018, the company provided service to more than 3 million customers nationwide.

Marick received a bachelor's degree in business administration with an emphasis in management and marketing from the University of Portland, and he holds a master's degree in business administration from Willamette University. He was recognized as one of the 75 Significant Business Alumni from the University of Portland as part of the School of Business' 75-year anniversary. In 2011, Marick was selected as an Ernst & Young "Entrepreneur of the Year" finalist.

He began his career with McCaw Communications, which later became the country's first wireless service provider. It was there that he honed his vision for Consumer Cellular's future business model. Noting that cellular operators at the time were focused on providing service primarily to high-use business clients and early adopters, Marick recognized a void in the absence of service for consumers with lower use needs. To fill that niche, he partnered with Greg Pryor to create Consumer Cellular as a company dedicated to making affordable, easy-to-use cellular service accessible to low to moderate users, with a special focus on the senior market. In an industry noted for mergers and high-profile buyouts, Marick and Pryor have remained sole owners of this privately held, 100% U.S.-based company for its entire history.

Today, Consumer Cellular is regularly recognized in consumer surveys and trade publications as one of the top-rated non-contract wireless carriers in the U.S. for value, customer service and quality, and it consistently ranks among the highest in customer loyalty. Its service is delivered utilizing the nation's largest voice and data networks, which cover more than 300 million people, or 99 percent of the U.S. population, and its phones and plans are sold at leading retailers nationwide, including Target and Best Buy, as well as direct to consumers through its website and telephone customer support. The company's phenomenal growth and unique offerings have been profiled in numerous national publications, including TODAY, PCWorld, Forbes, Money, The Huffington Post, Bloomberg Businessweek and USA Today.

Marick's vision and leadership also nurture Consumer Cellular's culture of caring and service. The company and its employees give back in numerous ways to make a real difference for others, and have instituted a tradition of celebrating company milestones with significant charitable donations. After achieving 2 million customers in 2015, Consumer Cellular donated \$2 million to the Knight Cancer Challenge, the challenge's largest corporate donation. After reaching 3 million customers in 2018, the company gave \$3 million to its employees and three charities selected by the employees: Meals on Wheels, Providence Cancer Institute, and Shriners Hospitals for Children.