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Adam Geisler Joins Tribal Ready as its New President and COO

Geisler brings two decades of Tribal relations and broadband deployment experience to his new role

Washington, D.C. – Today, Tribal Ready announces that Adam Geisler (La Jolla Band of Luiseno Indians) is the company’s new president and chief operating officer. Geisler has an outstanding reputation throughout Indian Country and brings two decades of experience to his new role. Tribal Ready’s mission is advancing Tribal Sovereignty to unleash the full power and potential of Native communities. Tribal Ready is a Native-owned, controlled, and governed company focused on supporting Native communities by providing resources and expertise.

Before joining Tribal Ready, Geisler worked at the U.S. Department of Commerce for 8 years and formally served as the Division Chief for the National Telecommunications and Information Administration (NTIA) Tribal Broadband Connectivity Program, deploying nearly 2 billion in funding to connect 158,000 Tribal households.

“It is an honor to join Tribal Ready as its president and chief operating officer,” said Geisler. “I’m looking forward to bringing my expertise to help ensure Tribal digital inclusion, digital sovereignty, and digital strength are cemented into the foundation of Indian Country and ensure all our clients have access to the necessary resources, including funding, that will help strengthen their communities through the deployment of high-speed internet. I’ve witnessed the impact that internet access has on Native lands and even more importantly Tribal families and am excited to help enable a truly connected community with Tribal Ready.”

Geisler also served as the Department of Commerce’s broadband Tribal subject matter expert for the White House Council for Native American Affairs Economic Development, Energy, and Infrastructure Committee. He is formally the National Tribal Government Liaison for FirstNet, a sister bureau within the Department of Commerce focused on building a Nationwide Public Safety Broadband Network.

“We are thrilled to have Adam Geisler join us at Tribal Ready,” said Joe Valandra, chairman and chief executive officer at Tribal Ready. “His breadth of knowledge about Tribal government and his experience deploying broadband funding throughout Tribal lands will greatly enhance our team and client’s goals and mission. Having him lead Tribal Ready in this new role will be a benefit not only to us but to Indian Country as well.”

Geisler is also a former Tribal leader, serving 3 terms as elected Tribal Council Secretary for the La Jolla Band of Luiseno Indians Tribal Council, a federally recognized Tribal Government. During his time in and out of elected office, Adam has shaped national, state, and local policy and deployed infrastructure projects surrounding transportation, public health, gaming, economic development, energy, housing, emergency management and communications, and broadband.

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About Tribal Ready, PBC

Tribal Ready is a Native American-owned and governed company with decades of expertise in communication network design and delivery to high-cost rural areas. Our mission is to ensure high-speed broadband reaches every Native American individual and community. We are committed advocates for tribal sovereignty, fighting for the right to govern our communities and benefit from access to modern technology. Our team has the knowledge and relationships vital for tribes to access broadband grant funding and the trust necessary to preserve culture and advance tribal sovereignty.