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Growth in Fiber Broadband Deployment Prompts Investment in Human Resources and Hiring at Sertex Broadband Solutions

Karena Garner uses creativity and technology to spur talent recruitment and retention, helping meet increasing demand for high-speed internet

Plainfield, CT – October 21, 2021... Finding and retaining employees has been a significant on-going challenge in nearly all industries this year. In fast-growing sectors like fiber broadband, the need to fill open positions is especially critical. This summer, Sertex Broadband Solutions – a leading regional expert in fiber optic infrastructure deployment – hired Karena Garner as the company’s first Human Resources Administrator. With extensive experience in managing people, infectious enthusiasm, grit and ingenuity, Garner is finding and retaining exceptional workers to help Sertex deploy broadband networks throughout New England.

Expectations are demanding for Sertex employees, from top management to entry-level apprentice positions. Requirements include a commitment to safety, precision, and customer service; a strong work ethic; the desire to work outdoors in challenging weather conditions; and a willingness to travel throughout New England, often overnight. To uncover and recruit the right people for highly-competitive positions such as aerial line workers, splicers and construction workers, Garner is using a combination of creativity and technology that includes social media, grassroots outreach and traditional advertising.

Garner’s approach is getting Sertex noticed by prospects, with a steady influx of resumes and applications. She is also taking the company’s HR system to the next level by updating employee reference materials and implementing a new human resources information system (HRIS) that empowers employees to manage their HR needs.



Karena Garner, Human Resources Administrator, uses creativity and technology to spur talent recruitment and retention at Sertex Broadband Solutions.



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“The fiber broadband industry is literally moving at lightspeed,” said Michael Solitro, president and CEO of Sertex.

“Karena’s dynamic energy, flexible mindset, and positive outlook embody the kind of employees we need to attract and retain to achieve our goals. We’re proud to have her as a key member of our management team.”

Prior to joining Sertex, Garner worked for a Connecticut-based transportation company where she focused on management, recruiting and union negotiation. An entrepreneur at heart, she also established and managed an in-home elder care agency in Wickford, RI. Garner holds a BA in leadership and organizational studies with a concentration in human resources from Bay Path University. She is a resident of Dayville, Connecticut.

ABOUT SERTEX BROADBAND

Sertex is an expert in fiber optic infrastructure deployment in the Northeast. For over three decades, the company has provided leading-edge services to telecommunication, utility, and municipal customers. The vision of Sertex Broadband Solutions is to deploy fiber-to-the-home networks in unserved and underserved areas and give gigabit-speed internet access to every home and business. Currently, Sertex is deploying an island-wide FTTX network on Block Island in partnership with the town of New Shoreham, RI, a community-wide municipal network in Plainville, CT, and constructing last-mile fiber networks in 17 hill towns in western Massachusetts. The company’s model of publicly owned/privately operated networks is affordable and scalable with future-proof fiber technology. Learn more at www.sertexbroadband.com.

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