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Brighid Riordan

Chief Executive Officer at Nsight

Brighid Riordan is chief executive officer (CEO) of Nsight and its subsidiaries including Cellcom, the sixth-largest wireless network operator in the United States.

Over her 25 years with the company, Brighid has developed a passion for the brands, people, technology and stories embodied by the family of companies she works for and is motivated by the good they infuse into local communities. As VP of Innovation, prior to becoming CEO, she focused on leveraging Nsight's core competencies and assets to create new revenue streams based on the company's excellence in facilities-based and wireless technology and creating regional-specific solutions for businesses and consumers while providing extraordinary customer care.

Brighid serves on the Board of Directors for several national wireless associations: CTIA, CCA, and RWA. Brighid is a Green Bay Area Chamber of Commerce board member and executive committee member. She serves on the board of directors for Camp Tekakwitha, on Associated Bank's advisory board, on Hospital Sisters Health System board and is a trustee on the Chancellor's Council of Trustees for UWGB. Brighid earned her MBA from St. Norbert College in May 2020.