



**FOR IMMEDIATE RELEASE**

## **Blueport Names Fred Reeder as CEO to Lead Next Phase of Growth**

**Walpole, Mass. (June 16, 2025)** – [Blueport](#), a leading provider of managed Wi-Fi solutions for the multifamily and hospitality industries, today announced the appointment of Fred Reeder as Chief Executive Officer. Mr. Reeder brings extensive leadership experience across the technology, telecommunications, and consulting sectors, with a proven track record of driving growth, innovation, and operational excellence. His appointment signals an exciting new chapter for Blueport as it continues to expand its presence as a go-to connectivity partner in the property technology space.

Prior to joining Blueport, Mr. Reeder served as Senior Vice President of Sales and Business Development at Cloud5 Communications, where he led strategic initiatives in the hospitality and multifamily markets. He also served as the principal and head of HBR Global, a management consulting firm specializing in sales optimization, global sales and channel management, and new business solution development.

Mr. Reeder's background includes senior roles with Korn Ferry's Digital Commercial Transformation team, where he advised Fortune 500 and mid-sized companies on transforming their revenue-generating capabilities. Additionally, he held leadership positions at KPMG Consulting, NTT Docomo, and Computer Associates International. He also served as President of Nomadix, Inc., where he led the company's transformation from a one-time sale, loss-generating business model to a highly profitable operation with over 45% of revenue derived from annual recurring revenue (ARR).

"Fred is a proven leader with a rare mix of strategic insight, operational know-how, and a deep understanding of the markets we serve," said Dave Doiron, Chief Financial Officer at Blueport. "His vision and energy are exactly what we need as we build on our momentum and scale for the future."

Mr. Reeder holds a degree in biomedical engineering and completed postgraduate studies in general business administration and management at Harvard Business School. He is also certified in several sales methodologies and has spent much of his career in business development and strategic leadership roles.

"I am honored to join Blueport and lead such a talented team," said Fred Reeder. "With a solid foundation already in place, I look forward to building on the company's success and helping our partners deliver smarter, more reliable connectivity solutions across the multifamily and hospitality sectors."

###

### **About Blueport**

Blueport is a provider of white-label managed Wi-Fi and smart connectivity solutions designed for the multifamily, hospitality, and commercial real estate industries. Blueport helps property owners and technology partners deliver seamless, high-performance network experiences that support modern digital lifestyles and business operations. Visit [www.LoveYourNetwork.com](http://www.LoveYourNetwork.com) to learn more.