



**Dinni Jain**  
**President and Chief Operating Officer**

As President and Chief Operating Officer at Insight Communications Inc., Dinni Jain oversees all facets of the company's operations. As the company's chief sports fanatic (especially for North Carolina Tar Heels' basketball), he ensures that sporting analogies are infused into the fabric of every meeting and every company presentation. He was appointed President in February 2006, having served as Chief Operating Officer since October 2003. He became a college basketball fan at birth.

Dinni began his career with a mistake by "accidentally" becoming an investment banker against the advice of everyone he knew and his own instincts. His only defense was that he thought he was applying for a "consulting" position. But if the admonitions of his friends were not able to sway him, five long years of working on Wall Street gave him the experience to tell himself he would rather be a "doer" than one that profits from the "doing of others".

Dinni went on to earn his business acumen and racked up more than fifteen years' experience in the competitive cable and cellular phone industries, including serving in the general management of NTL, the United Kingdom's largest cable and telecommunications company. When he moved to back to the United States and joined Insight in 2002 as Chief Financial Officer, he was troubled by the cable industry's lack of competitive edge. Having become accustomed to a fiercely competitive environment in the UK, his goal became to move Insight in a new, aggressively competitive direction by focusing on customer growth rather than only cash flow.

He dedicated himself to this goal with relentless passion. Building on Insight's solid foundations, he established a new operating paradigm for the company, one that fostered sustainable growth capability by emphasizing both acquisition and retention. Cash flow targets were replaced by new, more upstream metrics. Connects and disconnects were scrutinized daily, direct sales became a significant contributing factor to customer acquisition and quality customer service became the underpinnings for customer retention.

All together, Insight's results over the past four years speak to Jain's success. Basic customer growth which in 2004 was negative grew 2.2% in 2005; 4.0% in 2006; 5.4% in 2007, and another 5% in 2008. Comfortingly for the finance person within him, Insight has also sustained solid double digit OCF growth for the last nine quarters. In recognition of these accomplishments, Jain was awarded the Vanguard Award for Cable Operations Management in 2009. The Vanguard Awards are the most prestigious awards conferred by the cable industry's trade association, The National Cable & Telecommunications Association.

Though elusive, Dinni apparently works out of an office in Louisville, the seat of Insight's Operating Headquarters and its largest market. While his office looks like a shrine to his beloved Tar Heels, he prefers to think of it as paying homage to "rigors and rewards of competitiveness".