

John Yi

SALES, MARKETING & RETAIL STRATEGY



Turning market opportunity into lasting customer growth.

John Yi is a wireless retail entrepreneur and sales leader skilled at converting market opportunities into sustained customer growth. From 1999 to 2026 at T-Mobile, he earned multiple top national sales awards and sold over 500,000 mobile phones paired with rate plans and value-added features.

As owner and operator of wireless retail stores in more than 12 states, he built deep expertise in sales leadership, local marketing, customer acquisition, retail operations, team development, and multi-market expansion. Beginning in 2025, he has also collaborated with a T-Mobile mobile virtual network aggregator (MVNA) to guide wireless internet service providers in becoming mobile virtual network operators (MVNOs).

At iPMobile, John applies proven sales and marketing strategies drawn from his retail background to help broadband providers launch mobile services. By partnering with ISPs, he enables them to leverage their existing customer base for significantly lower acquisition costs, reduce broadband churn through compelling mobile bundles, increase average revenue per user, and strengthen brand loyalty via true fixed-mobile convergence - all without the need to build network infrastructure. His purpose is clear: equip internet service providers with the sales, marketing, and operational tools to transform trusted broadband relationships into lasting mobile growth, expand their reach, and create sustainable new revenue streams.