

JOANNE SOAVE RYAN DAVIDSON



From a locally owned and operated rural internet provider to a full internet solutions provider serving both our rural community and as well as urban communities across Ontario, Ryan Davidson (CEO) and Joanne Soave (COO) with their team are proud to help bring their community a homegrown telecommunications service at an affordable cost.

WaveDirect was established in 2004 by owner Abe Guenther, who wanted to do his part to help bridge the digital divide, which was a major challenge in the rural community. Now, the infrastructure framework he began is still being used today and is continuing to evolve along the way. The company expanded its services to become an internet cable provider in 2016 and built their own fibre network in Essex County in 2020. In 2021, WaveDirect became an IPTV (television) provider, fully launching this past August. This team is dedicated to serving their community and beyond, as they continue to embark on new growth opportunities.

"This TV solution was built from the ground up right here in Essex County and will be available across the province," says Soave. "We are locally owned and operated and ready to hit the provincial market."

Both Davidson and Soave believe that the greatest accomplishment they have been part of so far is the launch of NorthWaveTV, a TV solution built right here in Windsor-Essex that gives you the same entertainment experience that comes with a traditional television service with a plug-and-play set up, all at an affordable cost.

The team at WaveDirect really hit the ground running, partnering with St. Clair College to learn more using survey data about what clients want in a TV solution and with their internet service provider.

The considerable growth that has transpired over the last 2 years with bringing some of the best technical talent in the region to the team, this duo along with their talented team are confident in their ability to keep folks connected where other options are not available in the world of broadband technology.

When not in the office, Davidson enjoys spending time with his family, and is actively involved with his local church community. He spends most of his downtime either hunting or fishing and is an avid reader.

Soave loves spending time with her family and friends exploring all of the amazing things that Windsor-Essex County has to offer. She currently serves on the Board of Directors and is a mentor for the Women of Windsor Mentorship Collaborative.

Interested in making WaveDirect part of your home? Visit them online at www.wavedirect.net

WaveDirect
INTERNET + TELEVISION
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What Ryan Is Wearing
Sportcoat: Blu Industry
Sweater: F/X Fusion
Jeans: 34 Heritage
Boots: Bugati

What Joanne Is Wearing
Top: Joseph Ribkoff
Pants: Guess Leggings
Boots: Steve Madden - Revenge

Story by Jessie Gurniak | Photo by Pat Scandale