



Glenn Lurie

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Summary

My life centers around three things: my family, mobile technology and our people at AT&T Mobility. I'm proud to have worked for one of the most innovative technology companies in the world for almost 25 years.

My career began in the early days of the wireless industry at McCaw Cellular. Over the last two decades, I have been very fortunate to be a part of ushering in the modern wireless and smartphone era and was also privileged to help AT&T take a leading role in bringing wireless connectivity to tablets, cars, consumer electronics devices and more.

AT&T has been an innovation machine, building AT&T Digital Life as a start-up inside of AT&T, the company's home automation and security business. We've also fostered start-ups like the Emerging Devices Organization (now called the Internet of Things Organization), launched the Aio prepaid wireless business and then combined it with Cricket, which we recently welcomed to the AT&T team. The focus on innovation and the willingness of AT&T leadership to take risks and

I am also proud to have been a part of some incredible projects working with incredibly talented people both inside of AT&T and outside: like bringing both the first iPhone and iPad to AT&T; bringing Amazon's Kindle to AT&T; and bringing General Motors/OnStar connected cars into the AT&T family, as well as many, many others.

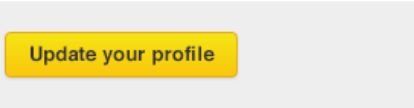
Prior to entering the wireless industry, I was able to live out my dream to play professional soccer for teams representing Cleveland, Atlanta, Milwaukee and Portland. I thought at that time it would be very hard to replace soccer until I found the incredibly competitive and dynamic wireless communications industry almost 25 years ago.

Now, as wireless has become the center of our lives and is quickly moving to where everything is connected, AT&T has invested and innovated ahead of others. We are ready to meet and exceed the challenges ahead, as we've done for years.



Find career opportunities

Add a position to get relevant job recommendations.



Experience

President and CEO, AT&T Mobility

AT&T

August 2014 – Present (8 months) | Atlanta



President - Emerging Enterprises and Partnerships Organization, AT&T Mobility

AT&T

2011 – August 2014 (3 years) | Atlanta

In 2008, created and led the Emerging Devices Organization, a new business unit focused on connecting new devices and applications to AT&T's network — including connected cars, tablets, wellness devices, wearables and machine-to-machine communications solutions and platforms.

- Overall responsibility for the Emerging Devices Organization and AT&T Digital Life.
- Also responsible for Aio and now Cricket Wireless, the no-annual contract provider acquired by AT&T in 2014.
- Oversaw AT&T's wireless wholesale business, including its relationship with Tracfone as well as AT&T's day-to-day relationship with Apple.

President - Emerging Devices Organization (now Internet of Things Organization), AT&T Mobility

AT&T

2008 – 2011 (3 years) | Atlanta



Reported to the President and CEO of AT&T Mobility. Responsible for building AT&T's new Emerging Devices Organization as a start-up entity within AT&T Mobility with accountability for overall operations, strategy, business development and overall P&L.

Responsibilities included proactively targeting, identifying and managing strategic relationships with every company and OEM on the globe participating in the Emerging Device ecosystems.

Negotiated key relationships with OEMs in the Emerging Device space.

President - National Distribution, AT&T Mobility/Cingular

AT&T

2005 – 2008 (3 years) | Atlanta



Responsible for overall business operations for Cingular/AT&T Mobility's National Retail Channel (Best Buy, Wal-Mart, RadioShack, Costco, etc.), National Dealer Channel, Direct Mail/Direct Response Organization, National Wholesale Operations, AT&T's national web business – att.com, as well as AT&T's GoPhone prepaid business and operations. Responsibilities also included being on-point for Cingular/AT&T's relationship with Apple and bringing the first iPhone and iPad to AT&T.

Regional President - West Region, AT&T Wireless

AT&T

2002 – 2005 (3 years) | Los Angeles



Responsible for market operations including full P&L and all business aspects for the 12 West Region Districts which included the states of California, Arizona, New Mexico, Colorado, Utah, Idaho, Nevada, Oregon, Washington and Hawaii.

Regional Vice President - California/Hawaii Region, AT&T Wireless

AT&T

2000 – 2002 (2 years) | Los Angeles



Responsible for the total market operations, P&L and all business aspects for AT&T Wireless' six markets (Los Angeles, San Diego, San Francisco, Sacramento, Central and Hawaii) that made up the California/Hawaii Region.

Managed VP/General Managers and regional leadership team, and was responsible for driving and executing local/regional/national strategies while shaping the leadership and local culture.

Led the acquisition teams for the purchases of the San Diego, Bay Area and Hawaii markets. Responsible for the transition to AT&T Wireless operations, systems, network and all employees.

Vice President and General Manager - Los Angeles, AT&T Wireless

AT&T

1999 – 2000 (1 year) | Los Angeles



Directed all business functions and market operations for the Los Angeles Market and its 2,500 employees. This included responsibility for P&L for the overall operations of the LA market including the strategic direction of the direct sales, retail stores and indirect distribution channels; building strategic business operation plans; marketing plans; budgeting; customer care; customer based marketing; and network development.

Responsible for and led the acquisition and transition of the former LA Cellular's business operations, structure, systems, P&L, offers, etc. to AT&T Wireless Services operating model.

Vice President and General Manager - Arizona, AT&T Wireless

AT&T

1998 – 1999 (1 year)



Responsible for all business functions, market operations and P&L for the Arizona market which included the management of all sales channels, care, network and building strategic business operation plans; marketing plans; budgeting; customer retention; and site/system development.

Director of Sales - Arizona Market, AT&T Wireless

AT&T

1996 – 1998 (2 years)



Directed all sales distribution channels operations and marketing for AT&T Wireless' first 1900 MHz market launched. Built all sales and marketing teams and developed all sales and marketing strategies, goals, and objectives. Coordinated build-out of multiple retail store locations; acquired all indirect local, regional, and national channel distribution and local telesales. Partnered with network team to build and develop network.

District Manager - Greater Oregon Markets, AT&T Wireless

AT&T

1995 – 1996 (1 year)



markets.

This included strategic market planning, creation of local marketing/promotion/event plans, revenue budgeting, public affairs, system/network evaluation and the development of direct sales, retail stores, indirect and alternative distribution channels.

Market Manager - Columbia River Markets, AT&T Wireless

AT&T

1994 – 1995 (1 year)



Responsible for all business aspects, market operations and P&L for four newly acquired Oregon District markets. This included the building and development of direct sales, retail stores, indirect and alternative distribution channels, formulation of strategic marketing plans, budgeting, customer retention and site development for markets.

Retail and B2B Sales Manager, AT&T Wireless

AT&T

1993 – 1994 (1 year) | Portland



Responsible for the management, development and productivity objectives of AT&T's Wireless Service Center in East Portland, which included inside and outside direct sales teams, customer care and the Install & Repair Center.

Marketing Product Manager - Oregon & SW Washington

AT&T

1991 – 1993 (2 years)



Responsible for the management, marketing development and strategic planning for all Wireless Devices, Advanced Dialing Functions, Reseller Operations and Rental Program in the Oregon and SW Washington marketplace. Completed and delivered all planning and development to all distribution channels.

Account Executive

AT&T

1990 – 1991 (1 year) | Portland



Responsibilities included opening, servicing and incremental revenue growth of new and existing accounts in assigned territory. Recognized as the top salesperson in Oregon - Winner of the "Circle of Excellence" and "Reach The Summit" awards in 1990.

Volunteer Experience & Causes

Executive Advisory Board

Curing Kids Cancer
Children

Causes Glenn cares about:

- Animal Welfare
- Arts and Culture
- Children
- Civil Rights and Social Action
- Economic Empowerment
- Education
- Environment
- Health

Poverty Alleviation
Science and Technology
Social Services

Organizations

Rutberg & Company

Board of Advisors
2015 – Present

Redesigned and expanded for 2015, the Board of Advisors reflects the changing dynamics in mobility, business, and technology. The group consists of 22 senior industry leaders across not only telecom, media, and technology sectors but also automotive, healthcare, hospitality, financial services, venture capital, and other sectors. Half of the members are new to the Board for 2015.

CTIA- The Wireless Association

Vice Chairman and Board of Directors
2015 – Present

Delphi Automotive PLC

Technology Advisory Council
2014 – Present

Delphi Automotive PLC (NYSE: DLPH) announced it has formed a Technology Advisory Council as part of its ongoing commitment to lead the auto industry toward a safer, greener and more connected future. The panel of prominent global technology thought leaders will help guide Delphi's product strategies and ensure that its investments in technology are driving the growth of the enterprise.

Rutberg & Company

Board of Advisors
2014 – Present

Curing Kids Cancer

Executive Advisory Board

One year after the devastating loss of their nine-year-old son Killian to leukemia, Grainne and Clay Owen founded Curing Kids Cancer in 2004 in order to celebrate Killian's life and to fund research to find a cure for childhood cancer.

<http://www.curingkidscancer.org/>

Technology Association of Georgia

Boards of Directors

It's a new world for tech, and the Technology Association of Georgia (TAG) has emerged as a world-class membership organization and an engine for economic development for the state of Georgia. TAG's mission is to educate, promote, influence and unite Georgia's technology community to foster an innovative and connected marketplace that stimulates and enhances Georgia's tech-based economy.

www.tagonline.org

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