



## Jenifer Robertson

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Jenifer Robertson is responsible for developing end to end strategy for the Technology Development organization, managing highly integrated strategic programs, and aligning the technology investment portfolio for AT&T Technology & Operations. She and her team are also responsible for process integration, executing the Workforce 2020 Capabilities Evolution plan, and developing the flexible workforce of the future.

Prior to this role, Jenifer led corporate strategy initiatives designed to provide thought leadership and drive leadership decision making on strategic business opportunities. There, she and her team managed strategic projects around new markets and products, network evolution and cost savings. From 2012 to 2014, Jenifer ran AT&T's Mobility Sales organization in the Rocky Mountain Region. In this capacity she was responsible for wireless sales, customer experience and operations in a five-state area.

She previously led the customer relationship centers in AT&T's Consumer Sales and Service organization, where she was responsible for U-verse customer support across a 22-state footprint. Additional Center roles included leading strategy and program management efforts for Customer Experience and Cost Transformation in the Consumer Markets Sales and Service Centers. From 2004 through 2008, she held a variety of positions that supported the development and launch of AT&T's consumer IPTV product, U-verse. These positions spanned program management, operations and sales.

Jenifer began her career with Southwestern Bell Telephone in 2000. Between 2000 and 2004, she was a manager in the Marketing, Network, Operations and Customer Care organizations.

A native of San Antonio, Jenifer graduated from the University of Notre Dame with a Bachelor of Arts degree in English and Computer Applications. She earned a Master of Business Administration degree from the University of the Incarnate Word. She and her husband Tate reside in Dallas with their two children.