



## AT&T Mobility LLC Profile

Glenridge Highlands Two 5565 Glenridge Connector  
Atlanta, GA 30342 United States  
Phone : 866-662-4548  
<http://www.wireless.att.com>

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# Company Overview

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The second-largest wireless voice and data carrier in the US by subscribers (after Verizon), AT&T Mobility serves about 95 million mobile users over a nationwide network that spans all major metropolitan areas. The company, which accounts for more than 40% of parent AT&T's business, provides a full range of wireless voice, messaging, and data services to consumer and enterprise customers. AT&T Mobility's services for businesses, government agencies, and educational institutions include e-mail, wireless Internet access, and private wireless networking. The company provides international network coverage for its subscribers in about 180 countries through partnerships with other carriers.

## Key Information

DUNS Number	003548489
Location Type	Headquarters
Subsidiary Status	Yes
Manufacturer	No
Company Type	Subsidiary
Ultimate Parent	AT&T Inc.
Ultimate Parent DUNS	108024050
Owns/Rents	Owns
Accountant	Ernst & Young LLP
Total Employees	43,100
Year of Founding or Change in Control	2000
Primary Industry	1595:Wireless Network Operators
Primary SIC Code	48120000:Radiotelephone communication
Primary NAICS Code	51721:Wireless Telecommunications Carriers (except
Tradestyle	AT&T Mobility
Latitude/Longitude	33.907334 / -84.361404

## Key Financials

Fiscal Year-End	December
Sales (\$ M)	\$53,597.00M
1-Year Sales Growth	8.64%
Prescreen Score	Low Risk

## Key People

Name	Title
Mr. Ralph de la Vega	President and CEO
Mr. F. Thaddeus Arroyo	CIO
Mr. David Christopher	Chief Marketing Officer
Mr. William W. (Bill) Hague	EVP International
Mr. Jeff Bradley	SVP Devices

<b>Name</b>	<b>Title</b>
Mr. Mark Collins	SVP Voice and Data Products, AT&T Mobility and Consumer Markets
Ms. Kristin S. (Kris) Rinne	SVP Architecture and Planning
Mr. Christopher K. (Chris) Hill	VP Mobility Product Management, AT&T Business Solutions
Mr. Michael (Mike) Woodward	VP Mobile Phone Portfolio, AT&T Mobility and Consumer Markets
Mr. Glenn Lurie	President, Emerging Devices, Resale and Partnerships

## Company Description

Continuing an ongoing effort to build its fastest growing business line through the acquisition of other mobile carriers, parent AT&T announced plans in 2011 to buy T-Mobile USA from Deutsche Telekom in a \$39 billion cash and stock deal that would vault the company past Verizon to become the leading wireless carrier in the US. The deal faces stiff scrutiny by both antitrust regulators and the FCC, which must approve the transfer of T-Mobile USA's spectrum licenses to AT&T. The deal follows Verizon's \$28 billion purchase of Alltel in 2009 which helped it overtake AT&T as the top US mobile carrier.

The transaction would net Deutsche Telekom about \$25 billion in cash and an estimated 8% ownership interest in AT&T, including board representation. If approved by regulators, the deal would create the largest mobile provider in the US by combining the second and fourth largest carriers in the market. To meet regulatory approval, AT&T would likely be compelled to divest parts of its wireless business. If the acquisition is not approved, AT&T will have to pay a break-up fee estimated at \$6 billion to Deutsche Telekom.

Amid loud protests from its competitors who stand to suffer as AT&T builds its mobile business, the company is touting what it sees as the positive aspects of the combination. Increased network capacity should ease the congestion the company has experienced as more subscribers adopt smartphones, and rural areas stand to enjoy improved wireless coverage. If it goes through, AT&T would retire the T-Mobile name in the US, leaving Deutsche Telekom to continue using the T-Mobile brand in Europe. The deal would also require AT&T and T-Mobile USA to cut costs by about \$40 billion, possibly affecting thousands of jobs.



In another pending deal, AT&T agreed in late 2010 to pay about \$1.9 billion to acquire wireless spectrum licenses from Qualcomm as part of the effort to increase secure additional network capacity and enable a more robust mobile Web experience. The spectrum rights are for the key markets of Boston, Los Angeles, New York, Philadelphia, and San Francisco, in addition to other areas nationwide. Qualcomm has been using the spectrum for its FLO TV service which it is switching off in 2011 due to poor performance in the market. The acquisition would lay the technical and regulatory foundation for AT&T to potentially add about 70 million more customers.

Earlier in 2010 AT&T paid about \$2.3 billion in cash to Verizon for wireless assets in 18 states. The deal came about as part of the broader regulatory conditions laid out by the US Department of Justice to enable Verizon's early 2009 acquisition of Alltel. The deal boosted AT&T's subscriber number by about 1.6 million, mostly in rural areas.

The cornerstone of AT&T's mobile sales pitch had been an exclusive agreement with Apple to carry the iPhone in the US. In place from the time of the iPhone's introduction in mid-2007 until early 2011, the partnership gave Apple a leg up against Verizon, T-Mobile, and other competitors who had to rely on arguably less hip devices from Research in Motion (Blackberry) and Samsung among many other vendors to woo would-be smartphone users. As the sole supporter of the iPhone in the US, AT&T enjoyed steady increases in its overall sales and profits. Nothing lasts forever, however, and the addition of Verizon as an iPhone provider in 2011, as well as an industry-wide slow down in US wireless growth, have made it even more important for AT&T to persuade its basic cell phone (and landline holdouts) to upgrade to pricier mobile data plans and more powerful wireless devices.

# Industry Information

## Hoover's Industries


- > Telecommunications Services 
- > Wireless Communications Services 
- > Wireless Network Operators ( **primary** )

## Primary SIC Code

48120000 : Radiotelephone communication

## Primary NAICS Code

51721 : Wireless Telecommunications Carriers (except Satellite)

 Denotes In-depth Industry Insight by Hoover's Editorial Staff

# People

## Employees

Title	Name	Age	Salary	Bonus
President and CEO	Mr. Ralph de la Vega	59	\$619,808.00	\$744,000.00
CIO	Mr. F. Thaddeus Arroyo	47	\$419,202.00	\$325,650.00
Chief Marketing Officer	Mr. David Christopher		--	--
EVP International	Mr. William W. (Bill) Hague	53	--	--
SVP Devices	Mr. Jeff Bradley		--	--
SVP Voice and Data Products, AT&T Mobility and Consumer Markets	Mr. Mark Collins		--	--
SVP Architecture and Planning	Ms. Kristin S. (Kris) Rinne		--	--
VP Mobility Product Management, AT&T Business Solutions	Mr. Christopher K. (Chris) Hill		--	--
VP Mobile Phone Portfolio, AT&T Mobility and Consumer Markets	Mr. Michael (Mike) Woodward		--	--
President, Emerging Devices, Resale and Partnerships	Mr. Glenn Lurie	44	--	--
President, Content	Mr. Dan York		--	--
Director Media Relations and Industry Analysts	Mr. John Kampfe		--	--
Executive Director Media Relations	Mr. Mark A. Siegel		--	--
VP Business Development, Emerging Devices Organization	Mr. David Haight		--	--
VP Partnerships and Resale, Emerging Devices Organization	Mr. Lane Mansell		--	--
VP Product Development, Emerging Devices Organization	Mr. Jeff McElfresh		--	--
Assistant VP Roaming Alliance/Partnership	Mr. Gram Meadors		--	--
Executive Director-finance I	Mr. Gerald Boerner		--	--
Broker, Owner	Ms. Brenda Horst		--	--
Executive Director	Mark Rasmus		--	--
Managing Director	Mr. Karl Schlieber		--	--
Principle	Kristie Trybala		--	--
Partner	Lawrence Martino		--	--
Partner	Erna Martino		--	--
Regl Vice President Sales Operations	Patty Craven		--	--
Vice President, Information Technology	Clark Parks		--	--
Sales/assistant Vice President-	Rusty Rhodes		--	--



Title	Name	Age	Salary	Bonus
northern FI				
Vice President-sales, Government, Education And Me	John Stuhrenberg		--	--
Assistant Vice President	Lin Williams		--	--
Assistant Vice President	James Wooten		--	--
Regional Manager	Jim Guthrie		--	--
Regional Manager-r And Ea	Mr David McFaddin		--	--
Director-network Operations	Mr Aldo Alleguez		--	--
Director/sales	Lin Atkinson		--	--
Director-network Solution Design And Implementation	David Barba		--	--
Director Of Supply Chain Services	Ms Cynthia Barnett		--	--
Executive Director Legal	Neal Berinhout		--	--
Director-btg Network Service	Mr Darin Billingsley		--	--
Director Information Technology Strategy	Ms Suzanne Borchert		--	--
Director-product Managovernment, Education And Medicalent	Gerry Carson		--	--
Independent Director	Armondo Codina		--	--
Director-income Tax	Susan Creel		--	--
It Director	Mr Kenneth Diprima		--	--
Director, Program Management V	Mr Michael Ernst		--	--
Executive Director Customer Service	Kathy Finn		--	--
Director, Centers Process Improvement/industrial Engineer	Paula Gibson		--	--
Director, Civilian Markets	Susan Girton		--	--
Director, Network Platforms And Service	Kevin Graulich		--	--
It Director	Steve Hardin		--	--
Executive Director External Affairs li	Gary Hight II		--	--

# Biographies

## Ralph de la Vega, Age 59

Title held since 2007 : President and CEO

### Current Company Titles

2007 - Present : President and CEO

2005 - 2006 : COO

2004 - 2005 : COO

2003 - 2004 : COO

### Current Company Compensation History

	Salary	Bonus	Total
2005 :	\$619,808.00	\$744,000.00	--
2004 :	\$495,192.00	\$750,000.00	--
2003 :	\$410,319.00	\$716,000.00	--

### Other Company Affiliations

President and CEO, AT&T Mobility and Consumer Markets, AT&T Inc.

President and CEO, AT&T Mobility and Consumer Markets, AT&T Foundation

Director, New York Life Insurance Company

Director, JA Worldwide

### Past Company Affiliations

President, BellSouth Latin America Group

### Biography

Ralph de la Vega, President and CEO-AT&T Mobility and Consumer Markets, was named to his current role in October 2008. Today, he leads all consumer marketing, sales, content, converged services and customer care for the company's wireless and wired businesses. Previously, he served as President and CEO-AT&T Mobility where he was responsible for AT&T's wireless business since October 2007. Prior to that, he served as group president-Regional Telecommunications and Entertainment, with responsibility for overall leadership in AT&T's regional wired business, including consumer and regional business sales and network. He was appointed to that post in January 2007, after the close of the AT&T-BellSouth merger, which consolidated ownership of Cingular. From 2004-2006, de la Vega served as chief operating officer of Cingular Wireless, with responsibility for technology planning, network operations, marketing, sales and customer care. Before joining Cingular in January 2004, he served as president-BellSouth Latin America, with overall responsibility for BellSouth's operations in 11 countries: Argentina, Uruguay, Colombia, Venezuela, Chile, Peru, Ecuador, Panama, Nicaragua, Brazil and Guatemala. He also has served as BellSouth's president of Broadband and Internet Services. In this position, he had overall responsibility for the deployment, marketing and operations of broadband services. In addition, he had responsibility for BellSouth Internet Services and BellSouth's rapidly growing data support groups. Mr. de la Vega started his career in 1974 with BellSouth (then Southern Bell) as a management assistant. He has held numerous positions of increasing responsibility in Network Planning, Consumer Services, Engineering and Operations including a rotational assignment at Telcordia (Bellcore) and was responsible for all BellSouth Telecommunications Network Operations in Florida, Alabama, Mississippi and Louisiana. Mr. de la Vega's involvement with the industry is significant. He is the incoming Chairman for the CTIA The Wireless Association, the leading wireless industry trade group in

the United States. (Term begins January 2010.) Mr. de la Vega also is extensively involved in nonprofit and community organizations. He is the chairman of Junior Achievement Worldwide and the chairman of Hispanic initiatives for the Boy Scouts of America, and serves on the board of the Georgia Research Alliance. He recently was inducted into the Hispanic Scholarship Funds prestigious Alumni Hall of Fame which honors select Hispanics for their personal achievements, contributions and service to America. Mr. de la Vega is also a member of the board of New York Life Insurance Company. A native of Cuba, he holds a bachelors degree in mechanical engineering from Florida Atlantic University and a masters degree in business administration from Northern Illinois University, and he has completed the Executive Program at the University of Virginia. He is also the author of the just-released book, *Obstacles Welcome: Turn Adversity into Advantage in Business and Life* (Thomas Nelson, 2009).

Source : Other: Publication, 2010

## F. Thaddeus Arroyo, Age 47

Title held since 2005 : CIO

### Current Company Titles

2005 - Present : CIO

2004 - 2005 : CIO

2003 - 2004 : CIO

2002 - 2003 : CIO

2001 - 2002 : CIO

### Current Company Compensation History

	Salary	Bonus	Total
2005 :	\$419,202.00	\$325,650.00	--
2004 :	\$363,692.00	\$454,900.00	--
2003 :	\$346,500.00	\$332,250.00	--
2002 :	\$333,769.00	\$303,800.00	--
2001 :	\$267,923.00	\$398,500.00	--

### Biography

As CIO for AT&T Inc., Arroyo is responsible for corporate-wide information technology functions. He is charged with managing one of the largest IT organizations in the world. Before being appointed to his current position in 2007, Arroyo was CIO of Cingular Wireless.

Source : Other: Publication, January 30, 2009

## William W. (Bill) Hague, Age 53

Title held since 2009 : EVP International

### Current Company Titles

2009 - Present : EVP International

2004 - 2009 : EVP Roaming and International

### Past Company Affiliations

EVP, International Roaming and Development, AT&T Wireless Services, Inc.

Director, SunCom Wireless Holdings, Inc.

Director, TeleCorp Wireless, Inc.

## Biography

Bill Hague is responsible for developing international strategy for AT&T's wireless operations, including the development of international partnerships and the implementation of domestic and international roaming agreements. He also manages the company's wireless operations in the cruise ship business. Prior to this role, Hague was executive vice president - International Roaming and Development, responsible for developing and implementing the former AT&T Wireless' international partner and roaming strategies for voice and data. During this time, AT&T Wireless' international roaming capabilities grew from 3 to 180 countries. Hague previously managed AT&T Wireless' Mergers and Acquisitions Department on both the national and international front. Before joining AT&T Wireless, Hague served as Director of Legal Affairs for Pacific Northwest Cellular/Western Wireless Communications. He was also a partner at the law firm of Stokes, Eitelbach & Lawrence. Hague currently serves on the board of directors of the global GSM Association. He is also president of the African Education Foundation, a private foundation he established in 1980 after serving in the Peace Corps in West Africa. Hague holds a Bachelor's Degree from the University of Colorado as well as a Master's Degree in Health Administration and a J.D. from the University of Washington.

Source : Company Web Site, 2007

## Glenn Lurie, Age 44

### Current Company Titles

Unknown - Present : President, Emerging Devices, Resale and Partnerships

### Biography

Glenn Lurie is President of Emerging Devices, Resale and Partnerships for AT&T Mobility and Consumer Markets. Lurie leads AT&T's strategic initiative to drive innovation in bringing wireless connectivity to a host of new devices and applications including personal computers, eBooks/eReaders, in-car entertainment and portable navigation devices, digital cameras, and machine-to-machine communications solutions. Lurie also has responsibilities for AT&T's ongoing operations and relationship with Apple Inc., having led negotiations to bring the iPhone to AT&T. In addition, Lurie has responsibility for AT&T's National Resale business and operations. Glenn's previous role was President of National Distribution for AT&T's wireless operations, where he was responsible for business operations for the National Retail Channel, National Dealer Channel, Direct Mail/Direct Response team, National Resale Operations, att.com AT&T's web business as well as AT&T's Prepaid business and sales through all distribution channels. Glenn joined the former AT&T Wireless in 1990, and held several sales, marketing, and operation positions throughout his tenure. As Senior Vice President of AT&T's West Region, he was responsible for the market operations in 10 western states, representing more than 40 percent of the company's overall business. Prior to leading the company's West Region operations, Lurie held senior executive positions including Regional Vice President for the California/Hawaii region and Vice President and General Manager for the Los

Angeles/Southern California market after advancing from a similar position for Arizona. Prior to coming to the wireless industry, Lurie was a professional soccer player for teams representing Cleveland, Atlanta, Milwaukee, and Portland. Lurie was awarded the Atlanta Telecom Professional of the Year Award in 2009 from the Atlanta Telecom Professionals. He holds a Bachelor of Arts in Business/Marketing from Seattle Pacific University in Seattle, WA.

Source : Company Web Site, 2010

# Historical Events

Date	Event	Details
2007-10-11	Top Executive Change	Ralph de la Vega succeeded Stanley T. Sigman, who retired.
2007-01-03	Name Change	The company changed its name from Cingular Wireless LLC to AT&T Mobility LLC.

## Competitors List

Company	Gross Revenue	Net Profit Margin	Net Operating Cash Flow
Cellco (Top Competitor)	\$63,400.00M	--	--
CenturyLink	\$7,041.53M	13.06%	\$2,044.70M
Clearwire	\$556.83M	(89.62%)	(\$1,168.71M)
Leap Wireless	\$2,697.20M	(32.22%)	\$312.28M
MetroPCS	\$4,069.35M	5.29%	\$994.50M
Sprint Nextel (Top Competitor)	\$32,563.00M	(9.27%)	\$4,815.00M
T-Mobile USA (Top Competitor)	\$22,173.04M	--	--
Telephone & Data Systems	\$4,986.83M	2.73%	\$1,121.95M
U.S. Cellular	\$4,177.68M	2.83%	\$874.29M
USA Mobility	\$233.25M	48.14%	\$81.42M
Virgin Mobile USA	\$1,323.49M	2.56%	\$44.49M