

## DENITA WILLOUGHBY

Denita Willoughby is the Vice President of External Affairs for AT&T in Los Angeles. She leads the company's local government affairs activities in the Greater Los Angeles Area and oversees all local policy and philanthropic initiatives.

Ms. Willoughby previously served as Vice President of TV Programming where she was responsible for negotiating contracts and acquiring content for AT&T's new television venture, known as U-Verse. U-verse is a \$6 billion investment and a new service from AT&T which combines high speed internet, built-in wireless networking, packages of up to over 300 TV channels, high definition, built-in digital video recording, and other options.

Ms. Willoughby is an accomplished executive with strong sales and p&l experience. Her past experiences include leadership roles at SBC, Morgan Stanley and IBM. Ms Willoughby has an engineering degree from the University of Wisconsin-Madison and a MBA from Harvard Business School. She spends time mentoring and hosts the AT&T Women's Mentoring Circle. She is the executive vice chair and board member on the Los Angeles Urban League, Central City Association of Los Angeles and Los Angeles Area Chamber of Commerce. She was previously selected by the New Leaders Organization to be the recipient of its Trail Blazer's Award and selected by AT&T's Community Network as Mentor of the Year. Ms. Willoughby was named by the *California Diversity Magazine* as one of the Most Powerful and Influential Women in California. She has been featured in *The Los Angeles Business Journal*, *USA Today*, *Fortune* and *Today's Black Woman*.

Denita is a volunteer for Big Brothers/Big Sisters and enjoys yoga, biking, and skiing. She lives in Los Angeles with her husband, Anthony and two sons, Michael and Ryan.