



## Rick Welday

President, AT&T AdWorks



Rick Welday is President of AT&T AdWorks, the advertising sales division of AT&T Entertainment Group (EG). Under Welday's leadership, AT&T AdWorks has generated over \$1B+ in annual sales revenue. Welday leads a team that works directly with national brand clients and media agencies to develop and execute advanced TV, digital, and cross-screen advertising campaigns that reach target audiences across TV, mobile and online.

Most recently at AT&T, Welday has held positions leading the Customer Care organization, ATT.com and integration efforts combining the Mobility and Wired businesses.

In a prior role, he served as the Chief Marketing Officer for AT&T's consumer segment, with responsibility for all marketing of consumer phone, broadband and television service including the launch of AT&T U-verse Service. He also served as Senior Vice President, Sales for AT&T Yellow Pages and Internet Yellow Page services, and has also held senior roles in advertising and network services.

During his 26-year career with AT&T (previously SBC and Southwestern Bell), Welday has held a variety of other positions with the company, including two international assignments in Mexico and Switzerland. He worked to improve customer service with Telmex while living in Mexico City. He later served as President of the AT&T business in Switzerland, then the largest mobile competitor to Swisscom.

Welday is a strong voice within the advertising and media industry. He serves as a board member for the Interactive Advertising Bureau (IAB), Video Advertising Bureau (VAB) and National Association of Broadcasters (NAB) Digital.

Welday graduated from Baylor University in 1990 with a double major in Finance and Management. He and his wife, also a Baylor graduate, live in Dallas with their two children. He has been active in church, Young Life, and H.I.S. Bridge Builders. Welday has served on a variety of boards and committees in communities he has lived, including the Arthritis Foundation, United Way and the Baylor Business School.