

ALYSON WOODARD

Dallas, TX | 214.300.9998 | alysonwoodard@outlook.com | <https://careerwebfolio.com/alysonwoodard/>

CUSTOMER & EMPLOYEE EXPERIENCE EXECUTIVE

Innovative Business & Sales Strategies • Employee Development • Stakeholder Relations • Customer Success

Action-oriented Customer and Employee Experience Executive with track record of building diverse teams to achieve record-breaking results. Proficient in organizational management, P&L oversight, people management, culture building, market share growth strategy, strategic partnerships, operations planning, and diversity and inclusion. Background includes managing budgets valued up to \$4.3 billion and supervising large teams of 1,500 direct and 3,000 indirect reports. Committed to cultivating relationships at all levels of organization to drive corporate strategy in ever-changing, challenging markets. Exceptional collaboration, problem-solving, and verbal and written communication skills.

CORE COMPETENCIES

Executive Leadership & Strategic Alignment | Transformational Leadership
Sales, Marketing, & Business Development
Large Team Diversity, Equity, & Inclusion | Organizational Vision & Purpose

PROFESSIONAL EXPERIENCE

AT&T

World's largest telecommunications company by revenue and third largest provider of mobile telephone services in U.S.

Vice President of Channel Marketing & Sales Operations | 2021 – 2022 | Dallas, TX

Led national business channel representing nine million U.S. small and medium businesses. Oversaw channel effectiveness, marketing initiatives, campaigns, lead management, and sales operations to enable seller activation.

- **Developed strategies for \$10 billion segment** comprising 95% of organization's business client base nationwide.

Vice President & General Manager | 2018 – 2021 | St. Louis, MO

Hand selected to run third-largest consumer market, managing \$4.3 billion annual revenue budget with P&L ownership across total of 330 stores and approximately 1,400 employees. Led team to historic results in hyper-competitive industry through collaboration with multiple internal and external business partners. Guided annual network investments exceeding \$900 million through highest propensity to buy modeling.

- **\$52 million revenue growth and top three market position achieved in under six months** by uncovering root causes of market share erosion to stabilize decline and return market to growth mode.
- **Increased female leadership from 27% to 38% and grew diversity in management from 30% to 42%** by collaborating with executives and HR business partners to develop two robust leadership programs.
- **Realized \$8.4 million annual business impact and reduced attrition by more than 20%** through establishment of end-to-end new hire experience to drive motivation and improve individual performance.
- **Created and launched two extraordinarily successful development programs focused on impacting organization's most egregious diversity gaps**, resulting in 98% graduation rate and adoption by regional and national teams.
- **Managed backend operations for over 330 stores** to ensure flawless execution of several product launches.
- **Improved employee engagement pulse survey results by more than 20 points in less than six months** after rolling out team-driven market rebranding initiative.
- **Led cross-functional pandemic response team**, collaborating across every key business unit to prioritize customer and employee safety in constantly changing environment.
- **Expedited decision-making at market level and streamlined approach to capital and network investments** by expanding regular leadership team to include all key partner organizations.

Assistant Vice President, Ohio Marketplace | 2016 – 2018 | Columbus, OH

Led sales strategy and execution in AT&T Ohio consumer market, totaling \$2 billion in annual revenue across 185 total stores. Spearheaded leadership and talent upgrades across all layers of organization.

- **112% revenue growth YOY, \$4 million in cost avoidance, and 20-point increase in employee engagement scores** gained through rigorous talent and sales execution management system.
- **Achieved 95% employee development program graduation rate with majority of participants earning promotions within six months**, successfully turning around stagnant and undertrained leadership team.
- **Served on host committee that welcomed more than 10,000 attendees** at Girl Scouts of America national conference as AT&T's highest-ranking local leadership and local Board member for non-profit.
- **Enabled sales leaders to spend less time on spreadsheets and more time coaching and supporting sellers** through development and distribution of data dashboard that tracked sales target performance.
- **Implemented new operational rhythm well received by employees** after identifying major operational inconsistencies from store to store.
- **Significantly improved employee engagement** through development of career path speaker series, staff development boot camp, robust employee recognition program, and six-month pulse survey.
- **Achieved consistent, manageable performance expectations** by working with leadership to prioritize KPIs.

Assistant Vice President, Customer Service Centers | 2015 – 2016 | Dallas, TX

Managed 2,400 personnel providing call center technical support for iPhone/iOS across multiple U.S. and Latin America locations and handling two million annual customer contacts. Overhauled communication strategy with internal and external employees to simplify priorities and improve customer and employee experience.

- **\$2 million cost reduction** earned through creation and implementation of simplification strategy to integrate call types from three specialized centers into one call flow.

Director of Customer Sales & Service Centers | 2013 – 2015 | Dallas, TX

Established new branch within organization to manage highest Lifetime Value Customers.

- **\$20 million in additional company revenue** accomplished within 12 months of converting service-only call centers to sales environment.

-ADDITIONAL EXPERIENCE-

AT&T

Founding Director – AT&T University

Created world-class corporate university focused on developing programs to drive executive-level alignment.

- **Scaled and delivered new leadership education program globally to over 8,000 Director-level employees** within one year of launch, far exceeding CEO's expectations.

Other AT&T Positions: Director of Retail Sales Operations, Director of Executive Development, Regional Sales Manager, and Business Sales Executive

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Business Administration (MBA)

University of Texas at Austin

Bachelor of Science in Marketing

University of Oklahoma at Norman

SPEAKING ENGAGEMENTS

Speaker – AT&T Sales Kickoff Events, 2012–2021
 AT&T Spokesperson – Local News Segments, 2010–2021
 Speaker – G.I.R.L. Conference, Girl Scouts of America, 2017
 Master of Ceremonies – AT&T Annual Women in Leadership Conference, 2017

BOARD & COMMUNITY ENGAGEMENT

Active Board Member – University of Oklahoma MBA Program, 2019–Present
 Executive Board Member & Secretary – Junior Achievement of Greater St. Louis, 2019–2021
 Board Member – Girl Scouts of Ohio's Heartland, 2017–2019
 Annual Auction Chair – Incarnation Academy, 2016