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**BIOGRAPHY**

**Ralph de la Vega**

Ralph de la Vega is the founder and chairman of the De La Vega Group. Mr. de la Vega is the former Vice Chairman of AT&T Inc. and CEO of Business Solutions & International. In that capacity, he had overall responsibility for the company's integrated Business Solutions group which, at the time served more than 3.5 million business customers in nearly 200 countries and territories, including nearly all of the world's Fortune 1000 companies. He also had overall responsibility for AT&T's wireless business operations in Mexico and DIRECTV in Latin America.

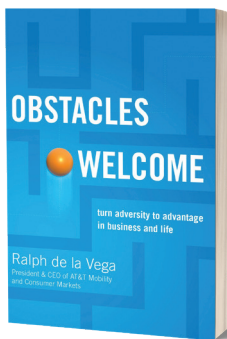
Previously, he was President and CEO of AT&T Mobile and Business Solutions, where he had overall responsibility for the company's wireless and business services operations. Before that, he was President and CEO of AT&T Mobility.

Under his leadership, AT&T Mobility became one of the world's leading smartphone and mobile Internet providers and expanded into new growth areas such as connected cars, and home security and automation.

During his career he has held numerous executive positions, including COO of Cingular Wireless and President of BellSouth Latin America. As the COO of Cingular Wireless, Mr. de la Vega was responsible for the integration of AT&T Wireless and Cingular Wireless, following the largest all-cash merger in U.S. history at the time. As President of BellSouth Latin America, he was responsible for wireless operations in 11 countries: Argentina, Brazil, Chile, Colombia, Guatemala, Nicaragua, Panama, Peru, Ecuador, Venezuela and Uruguay.

He serves on the boards of American Express Company, New York Life Insurance Company, and Amdocs Corporation. He is the former Chairman of Junior Achievement Worldwide and continues to serve on its board of directors. He also served as the Chairman of the 2017 Jamboree for the Boy Scouts.

He has received numerous awards recognizing his leadership, including induction into the U.S. Wireless Hall of Fame, the Atlanta Business Hall of Fame, and the prestigious Global Innovation Award from the Goizueta Business School at Emory University.



**Obstacles Welcome: Turn Adversity to Advantage in Business and Life**

Mr. de la Vega has a bachelor's degree in mechanical engineering from Florida Atlantic University (FAU) and a master's degree in business administration from Northern Illinois University. He completed the Executive Program at the University of Virginia and received a Doctor Honoris Causa from FAU.

He is the author of the best-selling book *Obstacles Welcome: Turn Adversity to Advantage in Business and Life* (Thomas Nelson, 2009).

He is a native of Cuba and resides in Florida.

## PROFESSIONAL EXPERIENCE

### De La Vega Group

**Chairman & Founder**  
2017 - PRESENT

*Founded Consultancy and Advisory Services Group*

### AT&T, inc.

**Vice Chairman &  
CEO Business Solutions &  
International**  
FEB. 2016 – DEC. 2016

*Responsible for the company's integrated Business Solutions Group (wireless and IP) which served more than 3.5 million customers in approximately 200 countries, including almost all of the world's Fortune 1000 companies. Responsibilities included AT&T's business operations in Mexico and DirecTV in Latin America.*

**President and CEO  
Mobile & Business Solutions**  
2014 - 2016

*Responsible for the company's global wireless and business services operations which served more than 81 million total business wireless subscribers and 3.5 million business customers across 200 countries generating more than \$70 billion in annual revenues. Clients included almost all of the world's Fortune 1000 companies.*

**President and CEO  
AT&T Mobility**  
OCT. 2007 – 2014

*Led the way into AT&T Mobility becoming one of the world's leading smartphone and mobile Internet providers. Increased total revenues from \$42.7B to more than \$74B while nearly doubling total wireless subscribers from 70 million to 120 million. Spearheaded expansion into new industries by integrating new mobile technologies into cars, homes, and automation.*

**Group President  
Regional Telecommunications  
& Entertainment**  
JAN. 2007 – OCT. 2007

*Responsible for the company's wireline operations in 21 states and the company's entertainment business.*

### Cingular Wireless

**Chief Operating Officer**  
JAN. 2004 – 2006

*Responsible for sales, marketing, network operations, technology planning, and customer service. Oversaw revenue growth from \$19.6B to \$37.5B and mobile subscribers from 49 million to 60 million. Led largest all-cash merger in U.S history at the time (\$41B), as Cingular Wireless and AT&T Wireless merged to create the largest mobile carrier in the U.S.*

### BellSouth

**President  
Latin America**  
2002 – 2004

*Led BellSouth's Latin America portfolio of 11 wireless operations in 11 countries (Argentina, Brazil, Chile, Colombia, Ecuador, Guatemala, Nicaragua, Panama, Peru, Uruguay and Venezuela). Turned the company's operation net income positive for the first time ever during one of the region's most difficult economic downturns.*

**President  
Internet Services**  
2000 – 2002

*Responsible for rolling out broadband services throughout BellSouth's territory. Grew the base from 30K subscribers to over 600K subscribers making BellSouth the fastest growing broadband provider in the U.S. at the end of 2001.*

Ralph de la Vega is a regular columnist for LatinoLeaders magazine and a LinkedIn Influencer. Visit [ralphdelavega.com/advice/](http://ralphdelavega.com/advice/) for links to the following articles and more:



*Latino Leaders Magazine* | Leadership At The Speed of Change: de la Vega On Leadership

*LinkedIn Influencer* | The Art and Science of Goal Setting

*LinkedIn Influencer* | Honoring Our Veterans

*LinkedIn Influencer* | The American Dream is Still Alive at Miami Dade College

*LinkedIn Influencer* | Soft Skills Needed in Hard Times



## BOARD LEADERSHIP



**Amdocs Corporation**  
**Chairman of the Compensation Committee**  
 2018 - PRESENT



**Junior Achievement Worldwide**  
**Governance Committee**  
**Finance Committee**  
**Compensation Committee**  
**Chairman from 2009 to 2013**  
 2008 - PRESENT



**American Express Company**  
**Audit & Compliance Committee**  
**Innovation & Technology Committee**  
**Compensation Committee (effective 2018)**  
 MAY 2016 - PRESENT



**Boy Scouts of America**  
**Executive Committee**  
**Chairman of the 2017 Jamboree**  
**Chairman of the Diversity Committee**  
**Chairman of the All- Markets Committee**  
 2011 - 2018



**New York Life Insurance Company**  
**Audit Committee**  
**Insurance & Operations Committee**  
**Governance Committee**  
**Chairman Audit Committee 2012-2018**  
 2009 - PRESENT



**CTIA—The Wireless Association**  
**Chairman from 2010 -2011**  
 2007 - 2013

## ENTREPRENEURIAL LEADERSHIP



**Ubicquia**  
**Vice Chairman**  
 2018 - PRESENT



**Adfone**  
**Investor / Advisor**  
 2018 - PRESENT



**Forte' Ventures**  
**Limited Partner**  
 2018 - PRESENT



**BeSe**  
**Investor**  
 2018 - PRESENT



**RapidSOS**  
**Investor/ Advisor**  
 2018 - PRESENT



**Vamos Ventures**  
**Investor**  
 2018 - PRESENT

## HELPING YOUNG PEOPLE ACHIEVE THEIR POTENTIAL WORLDWIDE



**Morehouse College**  
**Trustee**  
 2011 - 2016



**Georgia Aquarium**  
**Board member**  
 2011 - 2016



**Latino Donor Collaborative**  
**Board member**  
 2018 - PRESENT

## EDUCATION



Florida Atlantic University

**Doctorate Honoris Causa**  
2011



University of Virginia

**Executive Program**  
1994



Northern Illinois University

**Business Administration  
Master's Degree**  
1989



Florida Atlantic University

**Mechanical Engineering  
Bachelor's Degree**  
WITH HONORS  
1974



Miami Dade College

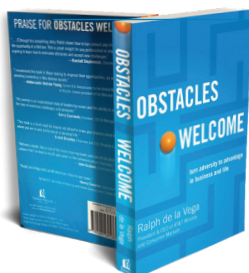
**Associated Arts Degree**  
WITH HONORS  
1972

## HONORS, AWARDS AND RECOGNITION

Alumni Award for Innovation & Entrepreneurship	Northern Illinois University College of Business	2018
Great Immigrant, Great American	Carnegie Corporation Recognition	2017
Ohtli Award	United States Hispanic Chamber of Commerce	2017
100 Most Influential Atlantans	Atlanta Business Chronicle	2010-2015
Talon Award (outstanding alumnus)	Florida Atlantic University	2014
Silver Buffalo Award	Boy Scouts of America	2013
Business Information Professional of the Year	Beta, Alpha, Psi	2013
Distinguished Alumnus Award	Northern Illinois University College of Business	2011
Global Innovation Award	Emory University's Goizueta Business School	2011
Leadership Character Award	Turknett Leadership Group	2011
Breaking the Barriers Award	U.S. Tennis Association	2010

## HALL OF FAME

U.S. Wireless Hall of Fame	2016
Great Minds in Stem Hall of Fame	2014
Atlanta Business Hall of Fame	Junior Achievement of Georgia 2012
Miami Dade College Hall of Fame	2009
Hispanic Scholarship Fund's Hall of Fame	2008



Ralph de la Vega, founder and current chairman of the De La Vega Group and former President and CEO of AT&T Mobility and Consumer Markets, shares the lessons learned in business and in life along the journey from Cuba to Corporate America.

*"... Through his compelling story, Ralph shows how to turn almost any challenge into the opportunity of a lifetime. This is great insight for any professional aspiring to learn how to overcome obstacles and accept new challenges."*

Randall Stephenson, Chairman & CEO, AT&T, Inc.