



**LEADING
THE CHARGE**

Jennifer Jones, Vice President Diverse Markets, AT&T Operations Inc., oversees AT&T's commitment to diversity.

“We have 290,000 employees—41% are women and 38% are people of color.”

Dedicated to Diversity

AT&T's Jennifer Jones shares how the company plans to keep diversity alive for years to come BY MATT HENDRICKSON

As Vice President of Diverse Markets for AT&T Mobility and Consumer Markets, Jennifer Jones oversees a team of 80 employees that focuses on AT&T's commitment to diversity. Jones joined the company 22 years ago after receiving her MBA, and now resides in the Detroit area with her husband, son and beloved Yorkie. "Diversity is more than a statement or even a mandate," she says. "It represents our past, present and most importantly, our future."

Q: What is AT&T currently doing to increase the number of diverse customers?

A: The real frontline is our retail outlets, where we have HIT (Hispanic Intense Traffic) stores. There, we ensure that half of the staff is bilingual and we have pay stations in different languages, just to make sure that customers are comfortable and their needs are met. We're also very proud of our language call centers and Web sites that utilize many different languages.

Q: How does AT&T support the Hispanic community?

AT&T is a strong supporter of Hispanic culture, and has contributed millions of dollars to organizations including the Hispanic Association of Colleges and Universities, the Latino Institute, and the National Latina Business Women Association, among many others. In 2008, AT&T made a \$100,000 contribution to Museo Alameda in San Antonio to expand

its education programs for at-risk students. Our latest effort is the sponsorship of the world-renowned Accidental Mummies of Guanajuato exhibit, currently showing at the Detroit Science Center.

Q: What specific undertakings by AT&T have been most successful in terms of diversity?

A: There are four key areas: The first is the inclusion of all types of people in our company. Second, when we do business with other companies, we look for minority and women-owned businesses. Thirdly, our philanthropic arm is very involved in diverse communities. One of the things we're all proud of is our Aspire program, which is an initiative aimed at improving high school graduation rates in communities throughout the country. The fourth area is in marketing and sales: We look at the different segments and figure out what works best and how to keep them as customers.

Q: How does AT&T attract and retain diverse employees?

A: We have nearly 290,000 employees—41% are women and 38% are people of color. I'm living proof of our company's commitment to have a diverse pool of employees. When I was finishing my MBA, I went to a minority job fair, sponsored by the National Association of Black MBAs, and one of the companies there was AT&T. I gave them my résumé and that's how it started.

Q: Can you give an example of a moment when you realized you love your job?

A: In 22 years, I've had a lot of them. I love hearing people tell me they love AT&T. I love going into schools and watching students' eyes light up when I talk about my job. It seems like in schools with diverse student bodies everyone wants to be a singer, actor or sports star. But when I talk about what I do, they realize there are many other ways to be successful—from designing phones to putting together advertising. And selfishly, I also love representing the company at sporting events. Earlier this year in Miami we were a sponsor of the World Baseball Classic, which, in the second round, featured the U.S., Puerto Rico and Venezuela. Before a game between the U.S. and Puerto Rico, I got to throw out the first pitch. And no, I didn't skip it in there. I nailed it! •