



Marianne Strobel

Executive Director
AT&T Global Supplier Diversity

Ms. Strobel is responsible for the ongoing growth of AT&T's Global Supplier Diversity organization and is dedicated to expanding AT&T's existing base of diverse suppliers.



Ms. Strobel has established herself as a dynamic supplier diversity advocate and change-agent who has increased diversity in the supply chain of AT&T and its prime suppliers. Through her work, it is apparent that supplier diversity is not only her job and responsibility, but also a personal passion.

Ms. Strobel took one of the country's leading supplier diversity initiatives and took it to the next level.

Ms Strobel has a proven track record of building successful programs via her dynamic leadership style and her strategic insight into global business. Her enthusiasm and ability to recognize new opportunities, embrace change and innovation has inspired new approaches to expanding AT&T's Supplier Diversity.

Strobel has 20 years experience in the telecommunications industry; in 1998, she joined Pacific Bell Internet as a sales director managing teams in Internet, Equipment and Managed Solutions eventually being promoted to executive director of Marketing for Small Business. Her marketing programs supported a wide spectrum of divisions from direct to indirect sales teams, call centers, and on-line distribution channels.

Ms. Strobel's passion continues with her position as executive director of AT&T Global Supplier Diversity. Cognizant of AT&T's rich history of diverse suppliers, Strobel moved the team in a new direction by growing the diverse supply channel into "next-generation" supply chain solutions. Key responsibilities include creating new supplier diversity spend categories which incorporate emerging technologies such as wireless applications, cloud computing, managed services, entertainment and broadband services.

Quickly launching a variety of new initiatives, Strobel mobilized Operation Hand Salute an AT&T initiative that mentors Disabled Veteran Businesses and internal campaigns designed to develop employee awareness and identify new areas of opportunities through AT&T business partnerships.

Ms. Strobel represents AT&T on the Women's Business Enterprise National Council (WBENC) Board of Directors. She also supports AT&T's internal employee resource group, the Women of AT&T, where she mentors a group of employees in career development.

Raised in Northern California, Strobel holds a Bachelors of Science in Business Administration from San Francisco State University and a Masters of Business Administration from Saint Mary's College. She currently resides in San Ramon, CA with her husband Bill and three children.