



## Sarita Rao

Vice President  
AT&T Corporation  
*2011 Technologist of the Year*



Sarita Rao is a technology professional and leads a team that is working towards an effortless customer experience through net promoter initiatives across sales, product, and operations. Additionally, she is responsible for the AT&T Business Capital program and focused to ensure investments are aligned with the strategic direction set for the business. Previously, Rao led a billion dollar sales team and managed a network sourcing program office, with associated governance structure, and cross-functional process interface. Her responsibilities included comprehensive communication plans, plus performance tracking reports and scorecards for AT&T's largest corporate deals. She landed a job with AT&T after graduating from Chicago's DePaul University in 1990. Since then, she has served as opportunity manager-developer and negotiator, senior sales manager, distribution manager, and wholesale executive director. She also has held a number of vice-presidential positions reporting to officers of AT&T. Rao has been responsible for a \$23 billion network outsourcing market, and for architecture and implementation of a \$7 billion agreement between AT&T and IBM—a historic, groundbreaking event that changed the outsourcing industry.