

AT&T Names New Vice President and General Manager in New England
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BOSTON, March 31, 2016 /PRNewswire/ -- AT&T* welcomes industry veteran Janna Ducich to manage mobility and consumer markets in New England effective April 1, 2016. Ducich will oversee the sales and operations of more than 1,300 employees, more than 200 AT&T-owned and authorized retailer locations across the six states, as well as national retail sales. She also will help guide wireless network deployment strategy across the region.

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"Janna's background in product, marketing and operations, combined with her time in Cricket's incredibly competitive prepaid environment make her uniquely positioned to lead the New England AT&T team to new heights," said Jennifer Van Buskirk, regional president, AT&T Mobility. "In addition to being a strong customer advocate, she is a champion of diversity and inclusion efforts who will excel in building a talented future-focused team."

Before being named vice president and general manager of New England, Ducich was Vice President and Chief Marketing Officer of Cricket Wireless. In this role she was responsible for providing executive leadership and management of the brand's marketing organization.

Prior to joining Cricket, Ducich served as Vice President, Customer Base Management, Segments & Insights at AT&T where she was responsible for innovating real-time analytics, driving customer insight generation and optimizing customer communications. Previously, Ducich was Executive Director/Chief of Staff to the President and CEO of AT&T Mobility.

Ducich first entered the telecommunications world with McCaw Cellular Communications in 1995 as a Business Development Analyst on the International Team. She has held numerous positions in the areas of product, marketing and operations over the course of her career.

Ducich holds bachelor's degrees in communications and political science from the University of Washington. She is in the process of moving to Massachusetts with her family.

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*Global coverage claim based on offering discounted voice and data roaming; LTE roaming; voice roaming; and world-capable smartphone and tablets in more countries than any other U.S. based carrier. International service required. Coverage not available in all areas. Coverage may vary per country and be limited/restricted in some countries.

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