



William F. Traylor

Strategy & Operations Lead – Mobility Program Execution Public Sector (Government/Education West Region) AT&T Business Solutions

William F. Traylor was most recently appointed to design the execution strategy and operational frameworks for an intrapreneurial carve out within a subset of the GEM business. The augmentation and growth plan is focused on the mobility portion of the business; specifically the individual employees of public sector institutions, which currently represents over \$1.5 Billion annually, over half of all west region revenue. He is charged with driving incremental growth through geographically prescriptive student marketing, affinity programming, sponsorship, and other tactical sales program execution, primarily within, and around Higher Educational Institutions across the Western half of the US.



Prior to his current assignment, he served as Regional Sales Director, leading an organization focused on the Houston and Dallas Government / Education space within AT&T's Business Solutions organization. His responsibilities were revenue centered, on a

\$160 million portion of the regions business - including all business development, sales, operations, and strategy, for a portfolio of local, city, county government, K-12 educational entities, colleges, universities and other ancillary agencies. Formerly he served in a number of sales leadership positions in GEM, NBM, and Select Markets, where he consistently led his teams to double digit year over year growth. He has also worked in technical marketing capacities, as a Senior Technologist focused on merger integration, business process improvement, sales strategy, and sales force

design. Prior to his tenure with AT&T, his experience includes work for IP Communications, where he was the Sr. Manager, Sales Engineering. William also led the Technical Marketing efforts - defining vertical markets, solutions portfolios, and consulting offers. Earlier in his career William worked for a number of leading technology firms, as well as entrepreneurial ventures.

In addition to his corporate responsibilities, William is very proactive in the community. He is steadfast and committed to giving back and making deposits in the bank of life. He was honored in 2009 by the Houston Business Journal as one of the inaugural "40 under 40", and most recently in 2011 he was named a Young Hispanic Corporate Achiever by the Hispanic Association on Corporate Responsibility, both of these awards recognize young leaders who excel in their industries, are respected business leaders and show dynamic leadership in their community.



William is a graduate of Leadership Houston Class XXVI, and currently serves on the boards of Leadership Houston, where he is VP of Programs, Houston Citizens Chamber of Commerce, where he is Incoming Chair, and the Houston Area Urban League, as Chair of Programs. He is past board member for 100 Black Men, a community organization focused on mentoring and economic development for underprivileged youth. William has also recently co-founded a charitable foundation (Emergent Community Partners) focused on non-profit capacity building and broadening the social consciousness of emerging professionals & high potential leaders.

William maintains acute levels of management abilities related to strategy, sales, finance, marketing, engineering, and human development. He couples this with an undying entrepreneurial spirit that allows him to consistently innovate and produce tangible, measurable results. William has successfully

built numerous entrepreneurial ventures, which provide a unique depth of innovation, and fresh perspective.

Mr. Traylor is currently completing his undergraduate studies at Harvard University - Extension, concentrating in the social sciences, with a Field of Study in International Relations, and Government. William has also studied Finance at Texas Southern University.

William is originally from Hawaii, where he was born and raised in paradise. He currently resides in Houston (Pearland), Texas with his wife Chana Traylor and 3 lovely daughters' - 10 year old twins Kira & Kari, and 5 year old Willow Analis'.