



Erin Scarborough
Senior Vice President of Broadband Sales & Product
Marketing , AT&T
Dallas, TX

Erin Scarborough grows broadband customer relationships via acquisition, retention, and go-to-market tactics, to include leading our Connected Communities sales team, overall distribution strategy as well as marketing and analytics.

Prior to this position, Erin oversaw the strategic planning, cross-company business operations and administration for the office of AT&T CEO, John Stankey.

In addition, she led the Global Events, Flight Operations, and Executive Operations Support teams under AT&T CEO - AT&T Latin America and Global Marketing Officer, Lori Lee.

Erin has previously been responsible for AT&T's portfolio of consumer internet and wireline voice products across the company's fiber, copper, and fixed wireless networks. She led the strategy, roadmap execution and lifecycle management for all of AT&T's broadband services and in-home connected experiences, while also overseeing deployment strategy for the company's entire fiber and fixed wireless network infrastructure. Throughout the lifecycle of any broadband or wired voice product, Erin and her team were tasked with not only creating the best possible product but also managing costs and ensuring an optimal return on investments.

Erin also was an Executive Director of Broadband Strategy, where she managed the company's multi-billion-dollar fiber build plan, including all analytics, forecasting and competitive assessments necessary to successfully deploy this network.

Before working on AT&T's broadband and wired voice business, Erin spearheaded the team responsible for managing AT&T's over-the-top (OTT) digital streaming products: DIRECTV NOW, DIRECTV FreeVIEW, and Fullscreen. While DIRECTV NOW launched in a highly competitive streaming market, Erin's team delivered impressive results and passed 1 million subscribers during the product's first year.

Erin also has served as Assistant Vice President, Chief of Staff, for the CEO of AT&T's Entertainment Group. In this role Erin led a team that supported day-to-day operations of this executive office, overseeing strategy, marketing, and operations for all of AT&T's consumer products.

She began her 10-year career at AT&T in corporate strategy, leading financial modeling, strategic analysis and business case development for fiber investments, new video service platforms and other video-related projects. She also spent time overseeing more than 1,000 employees at AT&T's vendor-run call centers.

Before joining AT&T, Erin was an auditor and financial project manager at BNSF Railway, where she evaluated investments, led capital expansion projects, and guided BNSF financial procedures and controls.

Erin has a Bachelor of Business Administration degree in International Business from The University of Texas in Arlington and Master of Business Administration from the McCombs School of Business at The University of Texas in Austin. Erin and her husband, Matt, live in Dallas with their three children.