



Michael W. Bowling

Chief Marketing Officer

Business Solutions

AT&T

Michael Bowling is currently responsible for managing the Business Marketing organization within Global Business Solutions. In this leadership role, Michael is responsible for the business marketing team which is focused on growing our strategic business services including Network Sourcing, Hosting, Cloud & Application Services, Mobility, and IP Networking. Michael was appointed to his current position in January, 2012.



Prior to his current role, Michael was President, AT&T Mexico, responsible for managing AT&T's relationship with Telmex, Telmex International and America Movil.

Before leading AT&T Mexico, Michael managed Converged Products for AT&T driving the delivery of a "One AT&T" product experience across wireless,

broadband and TV platforms. Michael entered AT&T from BellSouth and led the formulation of the entertainment and advertising strategy for AT&T across wireless, broadband and television platforms.

Prior to the merger, Michael served as Vice President of Converged Services and Platform Development as well as serving as the Vice President of Marketing and Product Management for Broadband from 2003 to 2005.

In the broadband leadership role he was responsible for the strategic direction and product management of BellSouth's \$1 Billion Internet products and services business.

Michael worked in BellSouth's International division from 2000 to 2003, initially working in business development then serving as an expatriate in Peru as the CMO for BellSouth's wireless unit.

Additionally, Bowling has served in a wide range of marketing and sales capacities within BellSouth's domestic enterprise and consumer operations since joining BellSouth in 1990.

Bowling earned a bachelor's degree in electrical engineering from the University of Kentucky and a master's degree in business administration from Vanderbilt University. Michael is married with three children and enjoys running and triathlon events.