

Erin Scarborough

Senior Vice President, Mass Markets Product Management



Erin Scarborough leads the team responsible for AT&T's efforts to connect more Americans to greater possibility through fiber and wireless 5G investment initiatives, participating in government funding programs and public private partnerships. She and her team are taking a strategic, state-by-state approach working closely with state and local governments as they assess their broadband access, affordability and adoption needs. Additionally, she also leads the combined broadband and mobility product management teams. Erin has cross-functional responsibility for product profitability, pricing, customer experience, product design, multi-year roadmaps, development, and value-add services across the product portfolios.

Prior to this position, Erin led the Broadband Sales & Product Marketing organization where she was responsible for initiatives to retain and grow AT&T's broadband customer relationships via acquisition, retention, go-to-market tactics, marketing, and analytics, as well as our overall distribution strategy. These efforts are centered on simplifying the customer experience to be the best connectivity provider through 5G and AT&T Fiber.

Erin has also overseen the strategic planning, cross-company business operations and administration for the office of AT&T CEO, John Stankey. Additionally, 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.

Previously, Erin was 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 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 11-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 oversaw 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.

With her own personal story, Erin is passionate about Breast Cancer awareness and education. At the beginning of every month, she shares a reminder to all women to take care of themselves and complete their personal exams. She has also served as the Fundraising Chair and Executive Council member of the Leukemia & Lymphoma Society to support blood cancer research.

As a proud University of Texas alum, Erin serves on the Dean's Advisory Board of the McCombs School of Business at the University of Texas at Austin. She holds a Bachelor of Business Administration degree in International Business from the University of Texas at Arlington and a Master of Business Administration from the McCombs School of Business at the University of Texas at Austin.

Adamant about spending time with those you love, Erin and her husband Matt have three children. When they aren't traveling or at the lake, Erin and her family reside in Dallas, TX.