



**AT&T Presents:**

**‘Digital Skills and  
Entrepreneurship:  
Women Inspiring Women’  
International Girls in ICT Day**

**April 27, 2023**

# Sylvia Acevedo

Tech Executive, Entrepreneur, former CEO of Girl Scouts

**Facebook:** [Sylvia Acevedo](#)

**Instagram:** [@sylviaeliaacevedo](#)

**LinkedIn:** [Sylvia Acevedo | LinkedIn](#)



**Sylvia Acevedo is a trailblazer**, starting out with NASA’s Jet Propulsion Laboratories as a rocket scientist. She was also a tech executive at Apple, Dell, and IBM, a White House Commissioner and CEO of one of the world’s most trusted brands - Girl Scouts.

Sylvia serves on the Board of Directors for Qualcomm, Credo Technologies and Ambri Battery. In December 2022, Bloomberg named Sylvia Acevedo as one of the top 100 Influential Latino/a’s. She’s been listed on Fast Company’s “100 Most Creative People in Business” and In Style’s “Number 7 on the Badass 50: Women Who are Changing the World.”

Previously, Sylvia was the CEO of the Girl Scouts of the USA where she led the creation of 146 new badges in STEM, Outdoors, Entrepreneurship and Civics. Over one million STEM badges were earned by girls during her tenure.

President Barack Obama appointed Sylvia to be a White House Education Commissioner where she chaired the White House Initiative for Educational Excellence for Hispanics in Early Childhood. She is credited as the key driver of the Administration’s Early Childhood Dual Language Education Policy. In 2010, the Government of Mexico awarded Acevedo, the Ohtli Award, their highest honor for a non-Mexican citizen, for her work in improving parental engagement in education in the USA.

Sylvia has a BSIE from New Mexico State University and an master’s in engineering from Stanford University, an Honorary Doctorate of Science from Duke University and Washington College. Sylvia has also authored, Path to the Stars, a bestselling middle school memoir to inspire the rising generation to pursue STEM careers.

# Mónica Aspe

CEO - AT&T México

Twitter: [@maspeb](https://twitter.com/maspeb)

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Monica Aspe leads AT&T Mexico, a game-changer in the country's telecommunications sector, serving over 21 million retail and enterprise customers, plus millions more through wholesale agreements.



**Monica has nearly 20** years of experience in the telecommunications sector, and has been an entrepreneur, a public official, and a diplomat.

Before her appointment as CEO, she was Interim CEO and VP of External Affairs & Corporate Communications at AT&T Mexico. Prior to joining AT&T, Monica served as Mexico's Ambassador to the Organization for Economic Cooperation and Development (OECD). She also represented Mexico before the International Energy Agency.

Previously, Monica was Undersecretary of Telecommunications, where she backed Mexico's 2013 Reform. Prior to that, she was General Manager of Mexico's Broadcasting Chamber, and a consultant in the telecommunications, infrastructure, and aviation sectors.

Monica currently serves on the Board of Directors of Volaris, Mexico's largest airline; Nematik, leading provider of aluminum components for the global automotive industry, and Sky Mexico.

She graduated from Mexico's ITAM and received her master's degree from Columbia University. Monica is a passionate DE&I advocate and a believer in lifelong learning. She currently lives in Mexico City with her family.

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**Mónica Aspe lidera** AT&T México, la compañía que está cambiando el juego en telecomunicaciones, sirviendo directamente a más de 21 millones de personas y empresas, además de millones más a través de contratos mayoristas.

Mónica tiene casi 20 años de experiencia en telecomunicaciones, ha sido empresaria, funcionaria pública y diplomática.

Previo a su nombramiento como CEO, fue VP de Relaciones Exteriores y Comunicación Corporativa en AT&T Mexico. Antes de unirse a AT&T, se desempeñó como Embajadora de México ante la Organización para la Cooperación y el Desarrollo Económicos (OCDE) y co-representante de México ante la Agencia Internacional de Energía.

Antes, fue Subsecretaria de Comunicaciones en la Secretaría de Comunicaciones y Transportes (SCT) e impulsora de la Reforma de Telecomunicaciones de 2013, Directora General de la Cámara Nacional de la Industria de Radio y Televisión (CIRT) y consultora en los sectores de telecomunicaciones, infraestructura y aviación.

Además de su responsabilidad en AT&T México, actualmente es consejera de Volaris, la aerolínea más grande de México; Nematik, proveedor líder de componentes de aluminio para la industria automotriz global, y Sky Mexico.

Cursó la licenciatura en el Instituto Tecnológico Autónomo de México (ITAM) y la maestría en la Universidad de Columbia. Desde cualquier posición, Mónica es una promotora de la diversidad y la inclusión, así como una creyente en el aprendizaje continuo. Actualmente vive en la Ciudad de México con su familia.

## Doreen Bogdan-Martin

Secretary-General of the International Telecommunication Union (ITU)

**LinkedIn:** [Doreen Bogdan-Martin | LinkedIn](#)



Ms Bogdan-Martin has held leadership positions in the field of international telecommunications policy for over two decades, with a track-record of brokering innovative partnerships to expand digital inclusion and connectivity for everyone around the world. Following her historic election by ITU Member States in September 2022, she became the first woman ever to head the organization, which was first established in 1865 and became a UN specialized agency in 1947.

As ITU Secretary-General, she aims to drive innovative solutions, maximize ITU's relevance for its 193 Member States, intensify global cooperation on connecting the unconnected, and strengthen the alignment of ITU's programmes with the Sustainable Development Goals set out by the United Nations. Ms Bogdan-Martin has consistently emphasized the need for digital transformation to achieve economic prosperity, job creation, skills development, gender equality, and socio-economic inclusion, as well as to build circular economies, reduce climate impact, and save lives.

As Director of ITU's Telecommunication Development Bureau for a four-year term starting in 2018, she helped put sustainable digital development at the forefront of international cooperation, including with the private sector and civil society. Among other ITU development priorities, she actively promoted the Partner2Connect initiative, which has mobilized unprecedented pledges of funding and support for meaningful Internet connectivity in developing countries.

She was previously instrumental in establishing the ITU-UNESCO Broadband Commission for Sustainable Development, serving as its Executive Director for more than a decade; contributed to the success of ITU's Global Symposium for Regulators as the pre-eminent worldwide meeting for digital policy makers; and led ITU's youth engagement strategy. She also pioneered ITU's ongoing contribution to the EQUALS Global Partnership for Gender Equality in the Digital Age and initiated ITU's collaboration with UNICEF on the Giga project to connect every school worldwide to the Internet.

Within ITU, she has promoted gender equality and encouraged bringing more women into the workforce, as well as helping women grow professionally and contributing to networks of women pursuing gender-balanced participation in conferences and policy making.

From 2008 until 2018, Ms Bogdan-Martin served as Chief of ITU's Strategic Planning and Membership Department, overseeing corporate communications, external affairs, corporate strategy, and membership. Earlier, she headed the ITU Telecommunication Development Bureau's Regulatory and Market Environment Division and Regulatory Reform Unit.

Before joining ITU in 1994, she worked at the U.S. Department of Commerce as a Telecommunication Policy Specialist in the National Telecommunication and Information Administration.

Ms Bogdan-Martin holds a Master's in International Communications Policy from American University in Washington, DC, a post-graduate certification in Strategies for Leadership from the Institute for Management Development in Lausanne, Switzerland, and a certification in Accountability and Ethics from the UN Leaders Programme. She is also a qualified amateur radio operator.

Ms Bogdan-Martin is married with four children.

# Cheryl Choy

Senior Vice President, Network Planning & Engineering - AT&T

**LinkedIn:** [Cheryl Choy | LinkedIn](#)

Cheryl is Senior Vice President of Network Planning & Engineering at AT&T, where she is responsible for leading the roadmap planning and investment strategy for AT&T Communications' network capital – inclusive of spectrum, fiber and 5G expansion investments. Her team is also responsible for managing the towers, roaming and third-party access portfolio and partnerships.



**As network technology** continues to evolve, Cheryl's organization works to find ways to deliver industry leading fiber and 5G networks while maintaining a value-driven cost structure for customers and shareholders. Demonstrating this, the team has already enabled deployment of award-winning AT&T Fiber, which has the ability to serve 24 million customer locations and mid-band 5G+ to over 150 million POPs.

Previous leadership roles for Cheryl include:

- **SVP**, Broadband Product Management & Strategy
- **SVP**, Broadband Product Management and Marketing
- **SVP**, Consumer Broadband & Legacy Video Product Management
- **SVP**, Video Operations
- **VP**, Broadband & Voice Product Management
- **VP**, Cricket Network
- **AVP**, Consumer Mobility Strategy
- **Director**, Wireless Data Product Development & Engineering

Cheryl is a native of Seattle, and a graduate of the University of Washington with a degree in Business Administration. Cheryl currently lives in Dallas.

## Michelle Jordan

Chief Diversity Officer – AT&T

**LinkedIn:** [Michelle Jordan | LinkedIn](#)



Michelle Jordan currently serves as Chief Diversity Officer at AT&T. As the head of all Diversity, Equity and Inclusion (DE&I) efforts across the company, Michelle is responsible for strengthening and accelerating the company's efforts to foster an inclusive culture, while integrating diversity practices into all aspects of the business.

Previously she served as Vice President, Talent and Leadership Development, heading up talent strategy and AT&T's leadership development and executive experiences. Prior to that as Vice President, Talent Acquisition she led domestic and international talent attraction, recruitment, and staffing efforts for AT&T. Her talents have made an impact on a variety of teams within AT&T including product management, corporate strategy, service management, executive communications, call centers sales and college recruitment.

Michelle started her career as an Environmental Engineer and previously ran a chemical pilot plant operation where she launched a new line of chemicals. She also has a passion for entrepreneurship, which led to several of her own start-ups and a stint as an adjunct for Atlanta Technical College teaching small business owners.

A native of Saginaw, MI, Michelle is a graduate of Florida A&M University, a Historically Black College & University (HBCU), where she earned a Bachelor of Science in Chemical Engineering, and Kennesaw State University, where she completed her Master of Business Administration. She resides in Dallas, TX, with her husband and their two sons.

# Mayra A. Rivera

VP of Supply Chain Logistics – AT&T México

**LinkedIn:** [Mayra A. Rivera | LinkedIn](#)



**Her main responsibility** is to transform acquisitions through strategic supply, supplier diversity, and planification of the supply chain to keep efficiency throughout the company. She is also responsible for establishing and leading the company transformation by simplifying processes in all business units, ensuring innovation, collaboration, and agility in AT&T Mexico.

Mayra's career in the industry started in 2012 when she assumed the position of Senior General Manager of Acquisitions at DirecTV, and then she took the role of Acquisition Directo. Later, she joined Vrio as Acquisitions and Supply Chain Deputy Director; these responsibilities took her to nine countries in Latin America, and many cities in the United States, leading her to her current position in Mexico.

Previously, Mayra worked for companies such as Deloitte, Mattel and Avery Dennison in the departments of Business and Acquisitions.

Mayra holds a degree in Engineering in Industrial Systems by Tecnológico de Monterrey and she is currently taking a Master's in Supply Chain and Logistics by Salford University in United Kingdom.

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**Su principal responsabilidad** es la de transformar la organización de compras a través del abastecimiento estratégico, la diversidad de proveedores y la planificación de la cadena de suministro para seguir logrando eficiencias en la compañía. También es responsable de establecer y liderar la transformación de la organización al simplificar los procesos en todas las líneas de negocio para asegurar la innovación, colaboración y agilidad en AT&T México.

La trayectoria de Mayra en el grupo inició en 2012 cuando asumió el puesto de Gerente Senior de Adquisiciones en DirecTV para posteriormente ocupar el puesto de Directora de Adquisiciones en la misma empresa. Después se incorporó a Vrio como Directora Adjunta de Adquisiciones y Cadena de Suministro; dichas responsabilidades las llevó a cabo en nueve países de Latinoamérica, así como diversas ciudades en Estados Unidos, para posteriormente liderar su posición actual en México.

Antes de su carrera dentro del grupo, Mayra colaboró para empresas como Deloitte, Mattel y Avery Dennison en áreas de Negocio y Adquisiciones.

Mayra es Ingeniera de Sistemas Industriales por el Tecnológico de Monterrey y está cursando una Maestría en Supply Chain y Logística por la Universidad Salford en Reino Unido.

## Anna Strother

Strategic Segment Lead, International Women, Diversity, Equity & Inclusion - AT&T

**LinkedIn:** [Anna Strother | LinkedIn](#)



**Anna Strother is a Strategic Segment Lead** on AT&T's Diversity, Equity, and Inclusion (DE&I) Team. In this role, she is responsible for advancing AT&T's workforce diversity, fostering an inclusive workplace, and serving as SME leading strategy for Women, International Women, Hispanic + Latino, and Age-Based segments along with providing DE&I expertise, guidance, and support to AT&T Corporate Function Business Units.

Anna began her career at AT&T in 2006 as a Retail Sales Consultant in Los Angeles, progressing to Assistant Store Manager, Retail Sales Manager, and Retail Account Executive before moving to AT&T University in 2016 to support the Retail Organization in the Greater Los Angeles Market. During her time at AT&T University, Anna served as a Senior Training Manager –Delivery, leading training for our retail sellers and leaders. In 2019, Anna relocated to Dallas and was selected to support and lead training for the National Business Leadership Academy and the B2B Sales Development Program.

In 2020, Anna joined AT&T Leader Lab as a Lead Training Manager/Instructor. In this role, her focus was developing senior leaders and equipping them with the skills needed to support transformations throughout the company. Most notably, she was vital to the success of the Unconscious Bias program for AT&T Business officers, VPs, GMs and Top Talent.

Anna is passionate about volunteering and giving back to her community. She's been an active member of LEAGUE at AT&T since 2013, holding various local chapter board positions. She currently serves as Vice President for LEAGUE DFW. Anna resides in Dallas, TX with the love of her life, her dog Penny.