

SALLIE W. CRENSHAW

Sallie is currently the Customer Advocate for MCI EMEA, based in Reading, England. She is the 'voice of the customer' inside MCI, championing a number of programmes to enhance the customers' experience with MCI.

She is a senior international business executive with over 20 years of IT and telecom industry expertise. Besides MCI (formerly WorldCom), Sallie worked for Compaq (Digital Equipment Corporation or DEC) and AT&T in both Europe and the United States.

Sallie has an entrepreneurial track record of strategic market vision and successful 'hands-on' implementation. Throughout her career, she enjoyed developing and delivering value-added solutions and services to large global customers and developing new business opportunities.

Sallie lives in London and has worked and traveled in over 50 countries in the U.S., Europe, Latin America & Asia.

2003 **Customer Advocate**
Present **MCI EMEA, Reading, England**

Acts as the customer champion inside MCI EMEA. Sponsors key strategic programmes designed to improve the customers' experience with MCI. Highest level of escalation for customer issues empowered to act on behalf of the Corporation to solve critical customer problems.

2001 - 2002 **Director, Global Operations, Customer Service**
WorldCom International, Reading, England

Responsible for international customer service for WorldCom's 250 largest 'blue chip' customers, including all customer service and service delivery functions. Manages over 500 customer service professionals in EMEA and U.S. Reported to the Senior Vice President, Customer Service

1999 - **Director, Strategic Marketing & Internet Programme**
2001 **WorldCom International, London**

Managed strategic marketing, alliances, and business planning across WorldCom EMEA. Reported to Senior Vice President, EMEA. Leadership of major strategic change initiatives in European marketing strategy, including

- Integration of UUNET, WorldCom's wholly owned Internet company, into the EMEA operations to offer customers a 'one stop shop' for voice, data and Internet
- Re-organisation from country structure to pan-European Lines of Business
- Development of new Market strategies for these pan-European Lines of Business

1994 - 1999 **Director, International Business Development & Marketing
Compaq Computer and Digital Equipment Corporation Europe,
Brussels, Belgium**

Responsible for strategic cross-functional sales and professional services programmes.
Member of the European Management Team, reporting to the President of DEC Europe.

- Creation of worldwide \$250M business practice focused on large IT projects in the \$1-Billion emerging markets of Central & Eastern Europe, Asia, and Latin America.
- Account management for European Commission and EU agencies.
- Management responsibility for Year 2000 and EMU/euro programmes in EMEA, including a multi-million dollar professional services unit

1991 - 1994 **Director, International Trade, Europe
Digital Equipment Corporation, Washington, DC & Paris, France**

Responsible for strategic marketing and business development in emerging, fast growing markets in response to demands of large global customers. Opened eight new subsidiaries in Central & Eastern Europe, the former Soviet Union, and South Africa, responsible for over \$500M in incremental revenue over three years. Exceeded all business plans in revenue, profitability and market share.

1987 - 1991 **Manager, Global Marketing Programmes, Telecom Business Unit
Digital Equipment Corporation, Maynard, Massachusetts**

Marketing and sales management for the worldwide Telecommunications Industry Business Unit, DEC's 2nd largest vertical Business Unit. Reported to Corporate Vice President, Telecom Industry Business Unit.

1980 - 1987 **AT&T - Paradyne, Florida and London, England**

Led strategic, cross-company initiatives in marketing, business and change management in this data networking subsidiary

- Managed transfer of marketing and sales support functions from Corporate HQ to Europe; business development of European subsidiaries and distributor network in Europe, Middle East and Africa, 1983-1985.

Education:

MBA, Duke University. North Carolina. Doris Duke Soviet Studies Fellow
MA, University of Pittsburgh, Pennsylvania. Andrew J. Mellon Fellow
BA cum laude, Hollins College, Virginia.