



Lisa Truppa
Assistant Vice President - Customer
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Lisa is currently leading the transformation of AT&T's customer messaging leveraging Salesforce Marketing Cloud. This is the largest implementation in Salesforce history and sure to be a game-changer for AT&T. Prior to her current role, Lisa led the customer experience transformation across the Consumer segment, designing experiences centered around the customer across the product sets and channels. Lisa has held a variety of field and staff roles across various lines of business throughout her 25-year career,

all focused on driving an improved experience through the use of technology and growing technology talent within the organizations she has led.

Outside of AT&T, Lisa is a member of United Way's Tocqueville Society which recognizes local philanthropic leaders and volunteer champions. Lisa serves on the Children's Council for Dallas CASA, working on behalf of children in the foster system. She also co-chairs the American Heart Association's Wine Society which strives to connect wine aficionados to raise funds for AHA. Internal to AT&T, Lisa is an active member and mentor for several employee resource groups including HACEMOS, Advocates for Women in Technology, Women of AT&T, and LEAGUE. In 2018, Lisa was recognized as a Technology Rising Star by Career Communications Group's Women of Color magazine. She is also a past recipient of the Hispanic Association on Corporate Responsibility's (HACR) Young Hispanic Corporate Leaders award and a former President of the San Antonio's chapter of the Texas Exes. Lisa earned her undergraduate degree in Business Honors and Marketing at the University of Texas and her Master of Business Administration at the University of Dallas. Lisa's deep connections with her undergraduate alma matter have recently earned her a spot on the Red McComb's Business School Advisory Board. Lisa resides in Dallas, Texas with her husband Tony and their fur family.