

LYNETTE AGUILAR

Board Member & Strategic Advisor | Senior Business Executive



Lynette Aguilar is a board member, strategic advisor, and senior business executive with deep expertise in driving transformative growth, operational excellence, and profitability. A trusted advisor to C-suite teams, boards, and stakeholders, Lynette is known for solving organizational challenges and spearheading corporate initiatives with an unwavering commitment to customer satisfaction. She thrives on building consensus and creating long-term value through global market disruption and innovation, stakeholder engagement, and talent development.

During her almost 20-year career at AT&T, Lynette has worked across multiple business functions, regions, and international territories with oversight for strategic planning, business growth, customer and employee experience, call center management, and financial analysis.

Currently, Lynette serves as the Vice President of Customer Service, overseeing 100 million customers (mobility and broadband) across various functions, including leading a team of 10,000 experts across 50 global locations (US, Europe, South America, Philippines, India). Previously, as one of the top 268 leaders in a workforce of 140,000+ employees, she served as the Vice President and General Manager for AT&T's \$5 billion region in North Texas. As the market president, Lynette drove sales and operational initiatives for the consumer and business sectors while leading a cross-functional team of 1,100+ employees across 300 retail locations, covering a population of approximately 16 million residents.

Prior to that role, Lynette led the strategy and execution of the newly-formed customer advocacy organization, which transformed AT&T's customer-centric operating approach. She also directed end-to-end operations of a high-volume call center in Mexico City, where she managed a \$72 million budget and grew a cross-functional team from 1,400 to 3,400 employees by fostering a culture of integrity and commitment to employee and customer satisfaction.

Additionally, Lynette undertook two significant international assignments as a member of the executive leadership team, providing strategic guidance, operational oversight, market-based analysis, executive positioning, and communications for the CEO of AT&T Mexico and Executive Leadership Council. Before relocating to Mexico City, she held various roles in consumer marketing and business. This experience across multiple functions and geographies has provided Lynette with a full portfolio of skills which have expanded her reach in customer service, team leadership, and business growth strategy.

A second generation Mexican American, the daughter of parents who were the first to graduate from college, and the granddaughter of an US Army vet and janitor, Lynette's work ethic and fierce determination is rooted in empowering women and people of color in the workplace, as well as giving back to her local Dallas community. She is a recipient of multiple prestigious leadership awards, including the Top 50 Women Leaders of Dallas (2025), HITEC 100 Awardee (2023, 2024, 2025), Marquis Who's Who in America (2024 – 2025), Most Influential Hispanics in Technology (2017), 3x winner of the President's Volunteer Service Award, and nominee for Forbes Mexico's list of 30 Promesas de los Negocios (2018).

Lynette holds a BBA in Marketing and MBA from St. Mary's University where she was an active member and philanthropy chair for the Alpha Phi sorority (Iota Beta Chapter). She has engaged in advanced executive training through AT&T, and as part of her avid interest in pursuing corporate board seats, she recently completed the Hispanic Technology Executive Council (HITEC)-KPMG Board Readiness Program and is a past Emerging Executive Program Fellow and is a member of NACD. She is AT&T's corporate partner with HITEC and the executive advisor for AT&T's HACEMOS ERG in Dallas.

Lynette serves on the board of directors for the Dallas Holocaust and Human Rights Museum, Ignite MindShift, and AT&T's Texas Political Action Committee, and previously served on the Advisory Council of Executives for the Greehey School of Business at St. Mary's University. She also volunteers with her daughters' Girl Scout troops and the National Charity League.

BOARD COMPETENCIES & AREAS OF EXPERTISE

Board Advisory & Governance • Global Business Leadership • P&L Ownership • Operational Excellence • Corporate Strategy • Strategic Planning & Execution • Business Growth & Transformation • Team Building & Talent Management