

**GEORGE A. BURNETT**

**WORK EXPERIENCE**

**2000-Present**

**President, CEO QwestDex**

**Chief Marketing Officer, Qwest**

Overall responsibility for \$1.6 billion yellow page directory and direct marketing business with nearly 3,000 employees. Business serves 11 million households, 400,000+ local businesses and 5,000+ national advertisers. Delivered six consecutive quarters of on target revenue and EBITDA results, achieving 2 times industry revenue growth and double-digit bottom line growth. Strengthened leadership team and initiated business process reengineering program. Developed and currently implementing 5-year strategic growth plan projected to produce significant incremental shareowner value. Working productively with both CWA and IBEW unions.

Responsible for numerous corporate marketing functions including brand, advertising, media, sponsorships, research, database and competitive analysis.

**2000-2000**

**President, CEO American Electric Power Consumer Retail**

Responsible for start-up venture in delivering deregulated electricity and natural gas to retail consumers. Plan included joint venture with other incumbent producers nationwide. Venture proved unworkable given the uncertainty of deregulation and the economics of energy resale.

**1994-2000**

**President, AT&T Local Services**

**Vice President, AT&T Consumer Markets Division**

General management responsibility for AT&T's entry into local residential service in Bell Atlantic and Ameritech territories. Oversight of all business functions including Product Management for all local services (copper), long distance, wireless and Internet access; IT for all ordering, provisioning, billing and care systems; Marketing for segmentation, offers, channels, market research, public relations and advertising; Law & Government Affairs for all negotiations with Bell Cos. and state/federal regulators; and

Finance for business case development and results reporting.  
**(1999-2000)**

Assumed profit responsibility for "Developing and Education Market Segments" -- 47 million residential customers, 400 colleges/universities and 2 million students, representing over \$6 billion in revenue. Responsibilities included marketing, distribution and service strategies for long distance, intralata toll, calling card, wireless, and Internet access to provide integrated solutions to segmented sets of customers. **(1997-1998)**

Accountable for a portfolio of core calling card, operator and directory products with revenues of over \$4 billion, representing 30% of the profits of the Consumer Division. Developed new calling card product (1-800-CALL ATT), and launched "all distance" directory assistance. **(1996-1997)**

Managed one of the most advertised brands in the world with a media budget in excess of \$1 billion and communications in 37 languages. Responsible for one of the largest direct mail and fulfillment operations in the world and the largest sponsorship in the history of AT&T for the 1996 Olympic Games at \$100+ million. **(1994-1996)**

**1977-1993**

**Senior Vice President, D'Arcy, Masius, Benton & Bowles**

Sixteen years progressive responsibility with worldwide advertising agency (now part of Bcom3 Group). Wide ranging account experience and line P&L responsibility for 4 years in Latin America, 2 years in Canada and 10 years in the U.S.

**EDUCATION AND PROFESSIONAL AFFILIATIONS**

**1979-1981**  
**1973-1977**

**M.B.A. Dartmouth College, Amos Tuck School**  
**A.B. Dartmouth College**

**1998-Present**  
**2001-Present**

**Board of Trustees-American Foundation for the Blind**  
**Board of Trustees-Colorado Special Olympics**

**PERSONAL**

**Married with 3 children, instrument rated private pilot, professional ski instructor**