

Biographical Information

William F. Reddersen
Executive Vice President
Strategic Planning
BellSouth Corporation
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William F. Reddersen is executive vice president of Strategic Planning for BellSouth Corporation in Atlanta, Georgia. He is responsible for BellSouth's domestic and international strategic and business planning efforts and leads BellSouth's Strategic Management Unit.

Mr. Reddersen holds a BS in Mathematics from the University of Maryland and an MS in Management from the Massachusetts Institute of Technology where he attended on the Sloan Fellows Program. Mr. Reddersen began his telephone career with AT&T in 1969. He spent 18 years at AT&T in marketing and sales, holding positions of marketing manager, product manager and sales vice president of the Southern 14-state region. He also served as vice president of Network Operations of the 14-state AT&T Western region organization from 1985-87.

Upon joining BellSouth in 1987, Mr. Reddersen was appointed vice president - Marketing and Technology for BellSouth Enterprises Inc., where he was responsible for marketing strategy and the technology planning and assessment for the company's unregulated businesses. Mr. Reddersen was appointed vice president - Marketing for BellSouth's Local services in 1990, and held that position until 1991, when he was appointed president of BellSouth Business Systems. In July 1993, Mr. Reddersen was named senior vice president - Broadband Strategies, spearheading BellSouth's entry into the home entertainment business. In January 1996 the company's long distance business was added to his group. In December 1997, he was appointed an executive officer as Group President - Value Added Services. In that capacity, he was responsible for BellSouth's Long Distance business, Internet services and Entertainment operations. He also oversaw BellSouth's Advanced Data planning and development activities.

Mr. Reddersen is past chairman of the board for BellSouth Communications Systems, BellSouth Communications Inc., BellSouth Advanced Networks, Dataserv, and BellSouth Products, Inc. He is currently on the board of BellSouth Advertising and Publishing and serves as chairman of the Georgetown University School of Nursing Parents Council, the Council of Visitors for Vanderbilt University of School of Engineering and the Advisory Board of Clear Communications.

Mr. Reddersen and his wife Gail have two children and reside in Dunwoody, Georgia.

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