



VICKI LIVINGSTON
HEAD OF COMMUNICATIONS AND ANALYST RELATIONS
5G AMERICAS

Vicki Livingston is the Head of Communications and Analyst Relations for 5G Americas and supports the organization's mission to provide a unified voice for LTE and its evolution beyond to 5G throughout the Americas. In her role, she directs all communications, media and analyst relations and conferences for the association as well as strategic planning and liaison with global organizations.

Ms. Livingston has over 20 years of experience in public relations and marketing, strategizing and executing the launch of eight new companies or international brands throughout her career, including two wireless companies, 3G Americas which evolved to 4G Americas, and now 5G Americas.

In the wireless industry, Ms. Livingston served as the chief marketing consultant of Telecorp PCS during the launch of their service in the Wisconsin market. Additionally, she led the effort to launch Industar Digital PCS, with full responsibility for all advertising, public relations and marketing including customer service, new product development, industry relationships and pricing strategy.

Other career experiences include Head of Business Development for not-for-profit organizations as well as one of the largest business-to-business full service agencies in the U.S. She began her career as the first executive level female in the brewing industry as Marketing Manager for Miller Brewing Company, a subsidiary of Philip Morris, Inc. where she first became involved in brand development, market segmentation and supported the launch of the Lite beer brand.

Ms. Livingston is an active volunteer having served on Boards of Directors including the Arthritis Foundation, AFS and Easter Seals (Past President). She is an avid sailor.

Ms. Livingston earned her Bachelor's degree from the University of Miami in Communications and Business Administration and later attended the Graduate School of Journalism at Marquette University in Milwaukee, Wisconsin, and has academic and philanthropic honors.