

# MIKE KATZ

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As president of marketing, strategy and products at T-Mobile, **Mike Katz** leads the teams responsible for creating and delivering the company's Un-carrier strategy, which focuses on putting customers first and delivering incredible value and network leadership. Having been with T-Mobile for 25 years, Mike brings multi-faceted management experience from roles across marketing, corporate strategy, B2B, and sales and was one of the original architects of the Un-carrier strategy.

Prior to his current role, Mike was president of T-Mobile's Business Group, where he helped dramatically expand T-Mobile's B2B efforts. During this time, he focused on bringing the benefits of the Un-carrier network to underserved communities, and under his direction T-Mobile for Business launched Project 10Million, a \$10.7B initiative that has already provided hardware and connectivity solutions for 5.3M students nationwide.

In 2023, Mike was named to Forbes' annual list of most influential CMOs. In 2017, he was recognized by the Puget Sound Business Journal as one of the Seattle area's top 40 business leaders under 40. He holds a bachelor's degree in sociology from Colorado State University. Away from work, he and his wife enjoy trying to keep up with all the activities that come with raising their four children.

