



Karl A. Spangenberg
Vice President – Integrated Advertising & Commerce

Karl A. Spangenberg is vice president, integrated advertising and commerce, for AT&T. Based in New York City, Spangenberg is responsible for delivering comprehensive advertising solutions across the three screens which many consumers value most today: the wireless phone, the TV and the PC.

Mr. Spangenberg joined AT&T with more than 25 years of sales, marketing, and general management experience in publishing, Internet start-up, and national cable companies.

He joined the company from The Hotel Networks (THN) where he was President of Advertising. Prior to that, he was president and CEO of Lightningcast Inc., an Internet startup specializing

in streaming media and advertising.

Mr. Spangenberg has served in a number of roles in the magazine business. He began in ad sales in New York with Atlantic Monthly. He later served as VP ad director west for USNews in Los Angeles and as LA division manager for Time Magazine. Mr. Spangenberg then moved on to SVP and advertising director for Business Week in New York in the early 1990s, and finally serving as publisher for Datamation/Chaners in Boston.

Mr. Spangenberg holds a bachelor's degree from Yale College in New Haven, Conn., and a master's degree from the State University of New York at Buffalo.

Mr. Spangenberg and his wife, Elaine, have two children, Erik and Greta.