



Cristel Turner

Chicago, IL

Cristel Turner is a seasoned brand and communications strategist with 30 years of global and U.S. leadership experience in packaged goods and telecommunications. Ms. Turner has deep expertise leading brand turnarounds, new portfolio architecture, brand positioning, campaign creation and operations, and new go-to-market investment models. Currently, she is the Senior Director of Integrated Communications at UScellular.

Ms. Turner drives digital and traditional marketing initiatives for the fourth largest wireless carrier in the United States with \$3.8B in annual revenue. During her time there, she has maximized marketing ROI to compete effectively even when being outspent by Fortune 50 competitors. Ms. Turner has held senior roles with AT&T, PepsiCo and Kraft Foods, leading campaign creation for America's most beloved brands.

Ms. Turner is a member of Delta Sigma Theta Sorority, Inc. Chicago Alumnae Chapter where she has served as Co-Chair of Scholarship and Investment Committees. She extends her commitment to service sitting on the Board of Legal Prep Charter Academy and the Advisory Committee for UCAN a non-for-profit social services organization.

Ms. Turner earned her MBA at the Kellogg School of Management at Northwestern University and her BA in Marketing at Western Illinois University.

Cristel has a daughter, Blaire who is a student at Jones College Prep, Chicago.