

# LAURA KRAYNAK

## PRINCIPAL PROGRAM MANAGER

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### PROFILE

Principal Program Manager with 10+ years of experience leading large-scale programs. A trusted, results-driven leader who is frequently sought after to lead high-impact initiatives. I have extensive experience in operations, executive support, leadership development, and partner management. My passion is creating exceptional experiences for team members and customers.

### EDUCATION

#### Bachelor of Business Administration

Human Resource Management  
Magna Cum Laude  
The University of Toledo

### CERTIFICATIONS

#### Project Mgmt. Professional (PMP)

Project Management Institute, 2018

### EXPERTISE

Program Management

Communication

Project Management

Leadership Development

Microsoft Excel

Supplier Management

Workforce Management

### EXPERIENCE

#### AT&T – Dallas, TX

##### Principal Project Program Manager | 2020 – Present

Lead the Team Colors National Retail Uniform Program

- Curate a collection of AT&T branded products designed specifically for 35,000 customer-facing team members and Authorized Retailers
- Manage supplier relationship to deliver programs within time, scope, and quality
- Successfully manage a budget of \$8 million, reducing expenses by 10% YOY

##### Senior Business Management | 2016 – 2020

Led the AT&T Management Development Program (MDP); a leadership development program for top frontline and management team members

- Led program communications to over 100,000+ team members
- Created custom curriculum on key leadership topics to build skills of over 2,000 future leaders
- Organized multiple 3-day in-person training & networking events

##### Lead Chief of Staff | 2014 – 2016

Served as direct support to Executive Vice President of Sales & Service Centers

- Led employee development, recognition, and diversity initiatives for 12,000+ team members
- Partnered with HR to launch an Employee Referral Program

##### Area Manager – Force | 2013 – 2014

Led team responsible for real-time queue management supporting 100+ call centers

- Served as primary operations contact to an AVP and provided daily VP-level leadership updates
- Managed partner relationships to achieve workforce mgmt. performance goals
- Performed data analysis to improve call center performance; reducing customer wait times

#### AT&T – Evansville, IN

##### Manager Force | 2010 – 2013

Operations Leader Intern | 2008 – 2010

Workforce Administrator | 2007 – 2008