

LEADING WITH CLARITY

a conversation with

Angela Rittgers

President of Cricket Wireless & AT&T PREPAID

By Kathy Katcher, CEO & Publisher, Wireless Dealer Magazine

When you speak with Angela Rittgers, it doesn't take long to recognize the clarity and conviction she brings to every word—and every decision.

As the President of the AT&T PREPAID Portfolio which includes Cricket Wireless and AT&T PREPAID, Angela has spent more than two decades shaping the growth of some of the most iconic brands in telecom, technology, and fintech. Her rise to the top of one of America's most trusted wireless carriers isn't just a story of lead-

ership—it's a masterclass in strategic vision, marketing excellence, and relentless customer focus.

Her career began with a technical edge. Earning a dual degree in electrical engineering and computer science from The University of Tulsa, Angela credits that foundation with influencing

how she tackles every challenge. "My background gave me a data-driven mindset," she explains. **"It's allowed me to approach every challenge with both creativity and a technical perspective."** In an industry known for rapid shifts and aggressive competition, this ability to combine logic with innovation has set her apart.