



Toni Murphy Regional Vice President, Comcast

Toni Murphy is currently the Vice President of Sales and Marketing at Comcast. In this role, Toni is responsible for customer acquisition, growth and retention for nearly 2 million customers in the Keystone Region, which encompasses the states of Pennsylvania, West Virginia, eastern Ohio, and western Maryland—a \$4B business segment for Comcast. Based in Pittsburgh, she leads an incredible team of 600 sales, marketing and operations professionals who delight consumers with our residential data, phone, television, home automation / surveillance products and services.

In addition to these core responsibilities, Toni leads the Keystone Region Diversity & Inclusion Council, where she is implementing strategies to hire, retain and develop the next generation of diverse leaders in the organization.

Prior to this role, Toni was the Vice President of Comcast Business—a similar position as her current role but with a focus on small business and mid-market Enterprise fiber connectivity. She joined the Keystone Region in 2015 as the VP of Project Management Office and Customer Experience, where she led the organization through the transformational deployment of the Net Promoter System and the rollout of Netflix on the X1 platform.

Considered one of Comcast's brightest talents, Toni has had a storied and meteoric rise at the Company. Over the last 12 years, she has held varied positions across the Enterprise.

- Prior to Pittsburgh, Toni was the Sr. Director of Market Development in the California Region, where she was responsible for capital optimization, market expansion and sales acceleration.
- Prior to California, Toni was the Sr. Director of Business Support & Analytics for the Greater Chicago Region of Comcast. In that role, Toni oversaw business development, finance, strategic planning and general administration for the Business Services organization in Chicago.
- Toni began her journey with Comcast in 2008 as Manager of Financial & Strategic Planning at Comcast Corporate in Philadelphia, where she oversaw corporate budgeting, capital markets analyses and valuation of M&A opportunities.

Of her many accolades at Comcast, she is the first Executive to lead both the residential and commercial growth segments of the Comcast Cable Division. Toni was also the first African American female and millennial to own a P&L within the Comcast Business division. Finally, she was one of the first millennials to be promoted to Vice President across the enterprise.

Toni began her career as an analyst at UBS Investment Bank in New York City, where she focused on the cable/satellite, broadcasting and outdoor advertising sectors. At UBS, she specialized in M&A valuations and leveraged debt buyouts, which led to her working on notable transactions such as Adelphia's \$17.6B sale to Time Warner and Comcast, Clear Channel Outdoor's \$630M IPO and Patriot Media's \$483M sale to Comcast.

After UBS, Toni pursued a career in private equity in Los Angeles with Glendon Partners, the operational arm of The Gores Group, LLC, where she worked alongside the management of Gores' portfolio companies to assess monthly / quarterly performance, growth strategies and exit valuations.

Toni is a graduate of Princeton University with a Bachelor of Arts in French and Economics.

Toni sits on the board of Strong Women Strong Girls, a Pittsburgh-based non-profit focused on the development and mentorship of female youth and mid-level female leaders and Catalyst Connection, the premier consulting and training services not-for-profit organization focused on the manufacturing sector in southwestern Pennsylvania. She also sits on the advisory board for The Advanced Leadership Initiative (TALI), where she is helping shape the future of African American leadership in the city of Pittsburgh.

Toni has received many industry awards and recognition for her professional success and her commitment to serving the community.

- December 2019, she was featured as a Woman of Excellence for the New Pittsburgh Courier newspaper.
- March 2019, she was recognized by Pittsburgh Business Times as a Woman of Influence.
- She was the 2018 recipient of the ATHENA Young Professional Award, the most coveted award recognition for professional women in the city of Pittsburgh.
- October 2018, Toni was recognized by the National Association of Multi-Ethnicity in Communications (NAMIC) with the Luminary Award, which recognizes "up and coming" Executives in the Telecom industry.
- For the last 4 years, she has been recognized as one of Cablefax's Most Influential Minorities in Cable
- November 2017, Toni was selected as one of Pittsburgh Magazine's "40 under 40".

In her spare time, Toni is a jazz singer, who enjoys traveling, writing poetry and spending time with her husband, Craig Murphy, and their three beautiful children, LilyJin, Blaise and London.
