



Tina L.F. Colborn-Krug

Associate Director of Marketing
Verizon Wireless, Philadelphia Tri-State Region

Ms. Colborn-Krug is the Associate Director of Marketing for Verizon Wireless' Philadelphia Tri-State Region. In this role, she is responsible for overseeing and organizing marketing initiatives, event sponsorships and local advertising to help increase sales and brand recognition for the \$1.7-billion-a-year operation with 1,600-plus employees.

Ms. Colborn-Krug negotiates and manages key sponsorships with local sporting teams and other regional attractions including the Philadelphia Eagles, Philadelphia Flyers, Trenton Thunder, Lakewood Blueclaws, Hershey Bears, Hershey Star Pavilion, Hershey Park and the Toyota Pavilion at Montage Mountain. She also plays an instrumental role in guiding the company's community relation's outreach and financial support of organizations such as the Philadelphia Police Athletic League and the American Cancer Society.

Under her leadership, which includes spearheading numerous marketing events, executing strategic direct-mail and advertising campaigns, the company has enhanced its regional visibility, increased its customer base and sustained a market leadership position in the Philadelphia region.

Ms. Colborn-Krug joined Verizon Wireless in 1996. Throughout her 12-year tenure with the company, she has held a variety of supervisory and management-level sales positions. She has also earned several recognitions during her time with the company, including the prestigious "President's Award of Excellence," which honors employees for above and beyond contributions to the company. She has won this award in both 2006 and 2008. She also won the Northeast Area "President's Award for Excellence in 2008.

Active in the community, Ms. Colborn-Krug has served on the board of the Fresh Start Scholarship Foundation, Police Athletic League of Philadelphia Co-Chair of the Silent Auction for the annual awards dinner in 2008 and is also on the board of the Multi Cultural Affairs Congress in Philadelphia.

She earned her bachelor's degree in Fashion Marketing from Wesley College in Dover, Delaware and is currently pursuing her Masters Degree in Business Administration at Alvernia University in Reading, Pa.