

**Doug Rossier** is currently responsible for Sprint's Consumer Marketing device strategy. In this capacity Doug assesses and tracks current consumer behaviors and industry trends to drive requirements for devices 12-18 months out.

Doug has an MBA from Rockhurst University and undergraduate majors in Mathematics and German.

Doug grew up in France, Turkey and Germany as an Army brat and came to the United States for the first time to attend college. Doug has worked at AT&T and Sprint in a variety of roles, including

- Sales
- Sales Support
- Sales Training
- Product Management and
- Product Marketing

Doug crafted the marketing requirements for Sprint's two most successful handsets; the Samsung Instinct line and the HTC EVO 4G.