



CYNTHIA “CYNT” MARSHALL

Cynt Marshall has been a dynamic force for inclusion and diversity within the Mavericks organization and over a 36-year career at AT&T. Widely recognized for her visionary leadership and ability to get things done, Marshall was touted as one of Adweek’s 30 Most Powerful Women in Sports and was selected as one of the 2019 Women of Power Legacy Award honorees by Black Enterprise.

When Marshall was hired as new, the CEO of the Mavs in March 2018, she set her sights on a culture transformation. Her vision was for the Mavericks organization to become the NBA standard for inclusion and diversity and bringing transparency, trust, and her values-based leadership style that evolved the company culture in her first 100 days.

Marshall has also been an undeniable change agent for women’s empowerment. Her “HASU” philosophy (Help A Sister Up) is a cornerstone of many of her speeches to women and youth. She offers 8-time tested rules for the road to success. Her own upbringing had challenges that she was able to overcome through the investment others made in her wellbeing and upbringing. Marshall is relentlessly committed to providing that same support. Prior to joining the Mavs, Marshall founded Marshalling Resources, a consulting firm specializing in Leadership, Diversity & Inclusion, Culture Transformation, and overall optimization of people resources. Upon the company naming its first Chief Inclusion Officer in June 2017, Marshall worked with The Dow Chemical Company to develop and implement a strategy for institutionalizing an inclusive culture.

Marshall’s notoriety began many years ago as a young Officer at AT&T and grew exponentially when she served as Senior Vice President – Human Resources & Chief Diversity Officer at AT&T. There she was responsible for identifying and developing leaders, aligning employees with the company’s vision and priorities, overseeing major business unit HR support, performance development, employee engagement, skills transformation initiatives, EEO and Affirmative Action. Marshall also led the team that created a world-class Diversity and Inclusion culture, landing AT&T in the top 3 on Diversity Inc’s 2017 Top 50 list of companies. She also spearheaded the work that for the first time placed AT&T on Fortune’s 100 Best Companies to Work For list in 2017, one of only two Fortune 50 companies.

Before her SVP-Human Resources and Chief Diversity Office roles, Marshall served as President-AT&T North Carolina, where she became the first African-American chair of the North Carolina State Chamber of Commerce. Prior to her North Carolina appointment, Marshall held a variety of executive line and staff, technical, and non-technical positions at AT&T and its predecessor companies.

In 2019 and three times prior, she was selected as one of the “50 Most Powerful Women in Corporate America” by Black Enterprise magazine and named to Ebony magazine’s 2016 “Power 100” list. In 2017, Marshall was honored by The Network Journal as one of the 25 Most Influential Women in Business. She was also awarded the ATHENA® Leadership Program Award by the Dallas Regional Chamber, which recognizes exceptional women who excel in their careers, contribute to their communities, and develop women leaders. This annual award is presented by chambers of commerce, women’s organizations and universities worldwide. In 2014, industry analysts and members of the press conferred on Marshall the HR Executive of the Year - Best in Biz Award. For her



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efforts on behalf of the people of North Carolina, in 2013 Marshall received the prestigious Leadership North Carolina Governor's Award, which honors just one citizen each year for lifetime achievements.

Marshall graduated from the University of California-Berkeley with degrees in Business Administration and Human Resources Management and holds four honorary Doctorate degrees. She has chaired a variety of non-profit boards and is currently on the board of Dallas CASA, Dallas Regional Chamber, Texas Women's Foundation, and a member of the Executive Leadership Council (ELC).

The fourth of six children, Marshall, grew up in Richmond, California, and lives in the Dallas area. She and her husband, Kenneth Marshall, have four adult children.