

**Eddie Navarrete**

**Joined 2008**



Eddie Navarrete is Senior Manager for Innovation Marketing at T-Mobile USA. In this role, he is responsible for driving new payment and service solutions for underserved markets.

With more than 12 years of Fortune 500 marketing experience, Navarrete has a proven international and multicultural marketing track record. Before joining T-Mobile, he was Director of Segment Marketing for Safeco, where he was responsible for the company's Multicultural Marketing efforts nationwide. He was also responsible for helping define the company's long term segment marketing vision and strategy. Prior to Safeco, he was Regional Director of Marketing and Sales Operations for Verizon Wireless, where he was responsible for driving subscription acquisition in voice and data services for mass consumer, multicultural and business-to-business segments.

Mr. Navarrete holds a Bachelors Degree in Literature from Whitman College, and currently resides on Bainbridge Island with his wife and three children.

*Preparing underserved children of color for higher education and professional success  
by providing a rigorous and relevant K-12 education.*