

Access to Experts



Bill White, Senior Vice President, Corporate Communications & Corporate Social Responsibility, Sprint

Bill White is senior vice president of corporate communications and corporate responsibility for Sprint Nextel. In this role, he oversees all corporate communications and corporate responsibility initiatives, including executive and internal communications, external relations, reputation-building efforts, issues management, marketing public relations, social media communications, industry analyst relations, sustainability initiatives, inclusion and diversity programs, and community relations and outreach.

White joined Sprint from Centel Corporation in 1993 as director of financial communications following the merger of the two companies. He later was named vice president of corporate communications for Sprint. In this position, he was responsible for the company's national and international media relations and financial and executive communications. He also has led the company's internal corporate communications, visual communications and industry analyst relations departments. Following the merger of Sprint and Nextel in August 2005, White served as Sprint Nextel's vice president of marketing public relations, until being named to his current position in January 2006.

White joined Centel in 1983 as managing editor of Centel's electronic publishing division, which created online information databases and live programming for cable and broadcast television stations in Chicago. In 1985 he became editor of this operation. From 1986 until joining Sprint in 1993, White was general manager in the company's corporate communications department, responsible for directing the company's financial communications and national media relations activities.

Prior to joining Centel, White was a sports reporter for the Chicago Sun-Times from 1979 to 1982, and was sports editor of the electronic publishing subsidiary of Field Enterprises, the parent company of the Sun-Times, from 1982 until joining Centel in 1983.

White has won several awards for Annual Report writing and concept development, media relations strategies and internal communications programs. Under his direction, the Sprint's corporate communications organization has won numerous national communications' awards, including the prestigious Silver Anvil award and the Gold Quill Award for communications excellence. White was the recipient of the 2010 Ball State University's National Public Relations Achievement Award, one of only two national public relations awards that recognize individuals for their communications experience, contributions to the profession and encouragement of educational programs in public relations.

White is on the Helzberg School of Business Advisory Board of Rockhurst University and serves as chair; is a member of the Kansas Civic Council and serves as chair of the Kansas City Tomorrow program; and is a member of The Arthur Page Society and PR Seminar.

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