

PHALYNN MAE POWERS
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PROFESSIONAL SUMMARY

Channel leader with 20+ years of experience driving revenue growth, partner performance, and market expansion within highly competitive, multi-channel environments. Proven ability to own large, complex portfolios, lead high-performing teams, and translate enterprise strategy into consistent field execution. Known for turning underperforming markets into growth engines, scaling national partner relationships, and serving as a trusted advisor to senior stakeholders while delivering measurable commercial impact.

PROFESSIONAL EXPERIENCE

T-Mobile US, Inc. | Multiple Markets | November 2001 – Present

Senior Manager, Express | April 2025 – Present

- Own a Tier 1 indirect partner portfolio across approximately 120 locations in three states supporting Metro by T-Mobile.
- Serve as senior leader to dealer ownership groups, aligning enterprise priorities with local execution and performance standards.
- Lead a nine-person field organization and direct third-party marketing partners through pilot initiatives and off-site selling models.
- **Drove a 22-position improvement in national sales rankings** by stabilizing and transforming a historically underperforming market.
- **Achieved ~2% higher retention than the national average** while increasing sales through disciplined execution standards.

Account Manager, Express | August 2020 – April 2025

- Served as primary enterprise point of contact for 600+ Authorized Retail locations across Express (Prepaid) and Neighborhood (TPR) channels.
- Consulted with retailer leadership on financial performance, staffing models, training, marketing plans, and acquisition strategies.
- Designed and executed multi-market turnaround strategies that reclaimed competitive territories and strengthened long-term brand position.
- Scaled the largest Express Authorized Retailer **from 55 locations in Houston to 400+ nationally, influencing the top 25% of ARs to grow 50%+.**
- Consistently led the organization in sales conversion by deploying tailored engagement and performance strategies.
- Designed and implemented Quality Assurance frameworks to elevate customer experience and brand consistency that was shared nationwide.
- **Ranked #1 Account Manager nationally (top 1%) for three consecutive years**, earning Annual Winners Circle recognition (2022–2024).

- Completed cross-channel stretch assignment across Tennessee, Louisiana, and Mississippi supporting Small Market Rural Market (SMRA)
- Served as DE&I Lead for the Prepaid Channel Pride Employee Resource Group
- Graduated from the L.E.A.D. Market Leadership Program.

District Manager | January 2020 – August 2020

- Led company-owned retail operations across a multi-store district in New Orleans.
- Developed Store Managers and frontline leaders, driving consistent execution of operational standards and customer experience.
- Guided teams through COVID-related operational changes, establishing safety protocols while maintaining performance and morale.
- Oversaw district execution during the largest wireless merger in U.S. history.
- Earned Q1 2020 Winners Circle recognition.

Senior Manager | September 2018 – January 2020

- Oversaw 150+ indirect dealer locations across Louisiana, Mississippi, and adjacent markets.
- Drove accountability and execution standards that **moved the brand from #3 to #1 prepaid carrier in under one year.**
- **Reduced fraud by more than 15% within the first six months** through improved controls and partner discipline.
- Optimized distribution strategy, dealer health, and internal resource utilization across a multi-state footprint.

Business Development Manager | 2016 – 2018

- **Managed a portfolio of 500+ locations** across Georgia, Alabama, and Tennessee, including top-performing markets.
- Partnered with Vice Presidents and Directors to develop and execute enterprise growth strategies.
- Improved market penetration by identifying and capitalizing on expansion opportunities, including rural and small-town development.

EDUCATION

University of Arizona Global Campus | In Progress

Master of Business Administration

Columbia Business School | 2019

Executive Education – Implementing Winning Strategies

Eastern Illinois University | Charleston, IL

Bachelor of Science

Member, Division I Lady Panthers Swim Team