

# Wireless

W E E K

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*Influential*

# W O M E N

OF WIRELESS

In a sane wireless world, women hold director positions on boards of the Cellular Telecommunications Industry Association, the Personal Communications Industry Association and key carrier and vendor corporations. The group Women In Wireless Communications exercises as much clout and has as many members as the cable TV industry's Women In Cable and Telecommunications. A section called "Influential Women Of Wireless" has as much relevance as "Influential Men Of Wireless."

However, in the real world, women lag behind in important positions of authority within the industry. Yet they continue to chip away at the glass ceiling. This remains true despite the near collapse of most women-owned businesses that bid in the C-Block personal communications services auction.

The *Wireless Week* editorial staff recently identified more than 25 outstanding women who have demonstrated their influence or ascended to influential positions within their companies—and are still going strong today. We asked each to provide her three keys to success and goals for the future. Needless to say, there are many others; we'd like to know about them for future sections on pioneers and entrepreneurs. E-mail: rlee@cahners.com

**Who:** Roseanna DeMaria, Vice President-Business Security, AT&T Wireless Services Inc., New York

**A Woman Of Influence:**

Bringing her law enforcement might to the industry, DeMaria has stood at the forefront for the prevention and detection of cellular phone cloning and wireless fraud. Under her direction, AT&T Wireless virtually wiped the problem of cloning fraud out of its markets nationwide.

**Background:** Since late 1994, DeMaria managed AT&T Wireless' 140-member Business Security Department and is responsible for eight national directors who protect the carrier's

proprietary information and other assets. Her team develops, implements and oversees a comprehensive security plan that significantly reduced fraud-related losses; helped enact state, federal and international legislation; and achieved industry recognition. She's AT&T Wireless' spokeswoman on security and spearheads the search for technological solutions to the challenge of security. DeMaria drafts legislation, supervises subpoena and court order compliance, conducts investigations to evaluate risks to the company and makes recommendations to the CFO and general counsel.



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Before joining AT&T Wireless, she served as the New York County District Attorney's Office as chief of the Organized Crime Narcotics Unit, deputy chief of the Special Prosecutions Bureau and assistant in the Special Investigations Bureau.

**Keys To Success:** "The keys to success are never being satisfied with success, prioritizing the members of your team and being passionate about what you do.

"Success is like a shark—if it stops moving, it dies. Success measures only what you accomplished yesterday. The issue we all face is what are we accomplishing today. Therefore, the

first key to success is never be satisfied. We must always look at what can we innovate; what can we change; what can we improve. It is always nice to pause and look back on what we have accomplished. But pause too long, or become too enchanted with that success, and success turns to failure because it becomes last year's winner. At AT&T Wireless, we call this 'Restless Satisfaction.'

"Teamwork' has become a cliché, but what does it really mean? To me it has always meant creating an atmosphere where every idea has value without regard for who the author is and prioritizing the people who are working toward the goals as much as the goals themselves.

"Finally, you must bring passion to what you do. If you do not care, if you do not hate to lose, true success will elude you because only with passion can you overcome the countless barriers that stand in the way of true success. And the greatest barrier is overcoming those who lack passion and say that it cannot be done."

**Goals For The Future:** "My goals are to continue to be restless and never satisfied. To find new challenges, and talented people to help me meet them. And to have a good time doing it."