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2025 Page Annual Conference

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Director of Insights and Intelligence,
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Daniel Neal currently leads the Intelligence and Analytics workstreams for AT&T's Global Corporate Communications division. Daniel's team is tasked with measurement and strategy development for news/social/emerging media, employee communications, and AT&T's corporate website. He also oversees the curation and dissemination of competitive intelligence and directs ad hoc research to advance AT&T's top priorities. Additionally, Daniel is spearheading two generative AI projects in partnership with AT&T's HR organization and Chief Data Office. These internally-built applications will be deployed for use across the entire enterprise.

Prior to his current position, Daniel served as the Chief of Staff to AT&T's Chief Communications Officer and was responsible for strategic initiatives including the reporting of enterprise communications results, competitive benchmarking, and budget allocation. He played a significant role in redesigning AT&T's corporate communications function following the company's acquisition and subsequent divestiture of Time Warner Inc.

Daniel began supporting AT&T as an embedded consultant employed by Hill+Knowlton Strategies, acting as the on-site lead for the firm's corporate communications engagement with AT&T and supporting other highly-regulated clients. An attorney by training, Daniel passed the Texas Bar Examination, formerly

worked under a Judge at the Texas Court of Criminal Appeals and as a governmental affairs consultant for Texas' largest regulated utility.