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Yvonne Gierczyk-Skasko is a Senior Attorney with AT&T Services, Inc. located in Dallas, Texas. She received her Juris Doctorate from the University of Houston Law Center. Prior to joining AT&T, Ms. Gierczyk-Skasko worked as in-house marketing counsel for Valero Energy Corporation. At AT&T, her primary responsibilities include: providing legal advice on all of AT&T's social media marketing, drafting and negotiating brand integration agreements with major networks; and providing legal support to AT&T's diversity and youth marketing initiatives. Ms. Gierczyk-Skasko specializes in advertising, sweepstakes, and promotions law.

Ms. Gierczyk-Skasko has successfully negotiated major brand integration contracts on behalf of AT&T, including American Idol, Dancing with the Stars, America's Got Talent, Nuestra Belleza Latina, and Mira Quien Baila. Ms. Gierczyk-Skasko also played a significant role in the drafting of AT&T's Social Media Standards, the company's social media policy and developing corporate-wide social media training program.