

COMCAST APPOINTS SHAKIRA SHANKS TO OVERSEE CUSTOMER EXPERIENCE IN WASHINGTON



New Director of Customer Experience Brings More Than 20 Years of Experience to Role

NEWS RELEASE BY COMCAST WEST DIVISION

Everett, Washington | March 30, 2021 08:55 AM Pacific Daylight Time

Comcast today announced Shakira Shanks as the new Director of Customer Experience in Washington. In this role, Shanks will manage customer experience efforts across all lines of business in the state.

"Our goal is to deliver a simple, consistent, and excellent service experience that exceeds the needs and expectations of Comcast customers in Washington," said Rodrigo Lopez, Region Senior Vice President, Comcast Washington. "I am delighted to have Shakira Shanks as our new Customer Experience Director. She is the leader we need to meet that commitment."

Before joining Comcast, Shanks worked at Verizon for 20 years, in roles spanning customer experience, retail and management, including leadership of a 1,000-person team responsible for addressing customer escalations and supporting frontline operations.

Shanks has a Bachelor of Arts in Social Science and Human Development & Criminal Justice from Washington State University. She is a valued member of two Comcast employee organizations; the board of the Washington Region Black Employees Network and on the West Division Diversity, Equity, and Inclusion Council. She is also a member of the Urban League of Metropolitan Seattle Young Professionals network.

Comcast is deeply committed to Washington, where employees serve more than 1.6 million residential and business customers throughout our state footprint. Comcast is Washington's leading provider of XFINITY video, high-speed Internet, "smart home" and phone services. Our Comcast Business team offers Ethernet, Internet, WiFi, Voice, TV, and Managed Solutions to help businesses transform with technology.

Since 2011, Comcast has invested \$2.5 billion in Washington to build, enhance, and maintain our systems, networks, and infrastructure. As a result, we have been able to continuously increase the features, capacity, reliability, and performance we offer our customers. Comcast has invested billions of dollars in its network, locally and nationally, to meet consumer demand, and it has now increased speeds 18 times in the last 18 years, delivering speeds in most of Washington State from 15 Mbps up to 1 Gbps for residential customers and up to 10 Gbps for business customers.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company that connects people to moments that matter. We are principally focused on broadband, aggregation, and streaming with over 56 million customer relationships across the United States and Europe. We deliver broadband, wireless, and video through our Xfinity,

Comcast Business, and Sky brands; create, distribute, and stream leading entertainment, sports, and news through Universal Filmed Entertainment Group, Universal Studio Group, Sky Studios, the NBC and Telemundo broadcast networks, multiple cable networks, Peacock, NBCUniversal News Group, NBC Sports, Sky News, and Sky Sports; and provide memorable experiences at Universal Parks and Resorts in the United States and Asia. Visit www.comcastcorporation.com for more information.

Contact Details

Comcast

Andy Colley

+1 425-248-5438

[**andy_colley@comcast.com**](mailto:andy_colley@comcast.com)

Company Website

[**https://washington.comcast.com/**](https://washington.comcast.com/)