

Vodafone Unites European Units

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Vodafone's multiple European units are set to become one-- from October 2013 the company merges its N. & C. Europe and S. Europe regions into a single entity, with N. & C. Europe CEO Philipp Humm as Regional CEO Europe.



S. Europe boss Paolo Bertoluzzo takes the functions of COO. The restructuring also involves the expansion of the group function to comprise Brand, Consumer, Unified Communications, Terminals, Customer Operations and Partner Markets.

At the same time the Turkish Vodafone operating company will be united within the Africa, M. East and Asia-Pacific region.

"These organizational changes will allow us to improve the customer experience and develop our commercial strategy more quickly and consistently," Chief Executive Vittorio Colao says.

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