

Markus Haas

Chief Executive Officer (CEO)

Chairman of the Management Board of Telefónica Deutschland Holding AG

Member of the Executive Committee of Telefónica S.A.



Markus Haas has been Chief Executive Officer (CEO) of Telefónica Deutschland Holding AG since January 2017 and a member of the Management Board since September 2012. From 2014 to 2017, he led the company's core operating business as Chief Operating Officer (COO). His responsibilities as COO also included the operational integration of Telefónica and E-Plus following the acquisition in 2014 and the associated successful realization of the expected synergies. Under his overall leadership, O2 Telefónica has repeatedly revolutionized the mobile communications market in Germany with product and service initiatives – most recently with O2 Grow, the most customer-friendly mobile data product, and O2 Paystop in end device sales.

The fully qualified lawyer has worked for Telefónica since 1998. In 2009, he became a member of the Executive Board. He played a key role in shaping the acquisition and integration of HanseNet, several spectrum auctions and the successful IPO in 2012 of Telefónica Deutschland. Under his negotiating leadership, commercially important, strategic partnerships were concluded and the O2 network was awarded the grade “very good” five times in a row in the Connect network test.

Markus Haas began his career as in the company's Legal and Regulatory division in 1998 - then Viag Interkom - and subsequently as Executive Assistant to the CFO. He then headed the Corporate & Legal Affairs department as Vice President with commercial responsibility for the roaming and wholesale network operator business. Markus Haas was born in Munich in 1972 and lives with his family in Munich.

For the latest vitas of all members of the management board of Telefónica Deutschland Holding AG please visit telefonica.de/management-en.