

Markus Haas

Chief Executive Officer (CEO)
Chairman of the Board of Directors 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. Prior to this position, he had been leading the operative core business of the company as Chief Operating Officer (COO) since 2014. As COO he was also responsible for the operative integration of Telefónica and E-Plus following the acquisition in 2014 as well as the related successful realisation of the expected synergies. Most recently, under his overall leadership of the company, Telefónica again revolutionised the mobile communications market in Germany with the launch of O₂ Free, the most customer-friendly mobile data product by far.

Being a fully qualified lawyer, Markus Haas has been working for Telefónica since 1998. In 2009 he was appointed to the executive board and since 2012 he is member of the board of directors of Telefónica Deutschland Holding AG, where he most recently steered the company strategy. In this position he was mainly responsible for the successful acquisition of E-Plus group. Previously he played significant roles in the acquisition and integration of HanseNet, the LTE spectrum auction and Telefónica Deutschland's successful IPO. Under his conduct of negotiations Telefónica Deutschland entered commercially important strategic partnerships with Deutsche Telekom AG, Versatel GmbH and Drillisch AG among others.

Markus Haas started his career in the legal affairs and regulatory division at Telefónica in Germany in 1998 - at that time Viag Interkom - and subsequently worked as Executive Assistant of the CFO. Afterwards, he steered as Vice President the Corporate & Legal Affairs department with commercial responsibility for the roaming- and wholesale network-business. Markus Haas was born in Munich in 1972, is married and has two children.

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