Press Release

Frank Rosenberger
CCO Consumer at Vodafone Germany and Arcor

Frank Rosenberger (born in 1968) has been COO Consumer at Vodafone Germany and Arcor since 1 August 2008.

In 2006, he took up the position of Chief Marketing Officer at Vodafone Germany.

Prior to that, between 2004 and 2006, he was Senior Director Strategy & Capability Development at Vodafone Germany.

Between 2001 and 2004, he held the position of Director Customer Strategy at Vodafone Global Products and Services, with responsibility for the division of the same name.

From 1999 to 2001 he was Central Customer Marketing Department Manager at Mannesmann Mobilfunk.

His first management position was as Manager of the Customer Life Cycle Management Department at Mannesmann Mobilfunk between 1998 and 1999.

As Product Manager/Senior Product Manager, he gained his first experiences at Mannesmann Mobilfunk between 1994 and 1997.

After graduating from the Technical University of Darmstadt and the University of Helsinki with a degree in industrial engineering, Frank Rosenberger joined Mannesmann Mobilfunk in 1994.

Frank Rosenberger played a key role in the launch of the text messaging service and the "CallYa" tariff for prepaid customers. As Director Customer Strategy at Vodafone Global Products and Services, he managed the company-wide introduction of the Vodafone live! multimedia portal.

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