Press Release

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Diego Massidda

Director Video & Connected Home - Vodafone Germany/Vodafone Group

In 2009, **Diego Massidda** (born 1965) was appointed Director of Video & Connected Home of Vodafone Germany and Vodafone Group, with responsibility for setting up a global TV competence centre in Germany for the entire Group, developing and launching new services first in Germany and then across other Vodafone geographies.

Before that he was the Director of Broadband and Online at Vodafone Group Services, where he was responsible for the development and launch of the Vodafone DSL Router (with integrated 3G connectivity), now adopted in more than 10 countries worldwide, and Vodafone 3G Station (based on femtocell technology), which was launched for the first time in Europe by Vodafone UK in 2009.

Prior to joining Vodafone, from 2004 to 2006 he was CEO of Liberty Surf Group, (listed on the Paris stock exchange as Tiscali France), which under his leadership was sold by the Italian ISP Tiscali to Telecom Italia. After this change of shareholders, he was confirmed in his leadership position, managed the integration of LSG with Telecom Italia France, and launched the fixed broadband triple play offer Alice in France in 2005.

Between 2003 and 2004 he was CEO of Tiscali South Africa, after spending 6 years with the management consultants McKinsey in Italy.

Diego Massidda obtained the equivalent of a Master of Science degree (Laurea in Ingegneria) in civil hydraulic engineering at Cagliari University in 1991, and an MBA from INSEAD in France in 1996. He started his professional career at the consulting civil engineering firm Stewart Scott International, Johannesburg/South Africa.

Vodafone D2 GmbH, Corporate Communications
Am Seestern 1, D-40547 Düsseldorf, Germany, P + 49 (0) 211/533-5500, F + 49 (0) 211/533-2154
presse@vodafone.com, www.vodafone-deutschland.de