

# Curriculum Vitae



## Dr Heide Baumann

Member of the Executive Committee  
Director Commercial Operations



**Heide Baumann** (born 1972) joined the Vodafone Germany Executive Committee on 1 April 2021 as Director Commercial Operations (COPS). Heide Baumann comes to Vodafone from Microsoft Deutschland, where she was Chief Transformation Officer, leading cultural change across the German sales and marketing organisation for greater customer focus. Prior to that she was responsible for the customer experience transformation, enterprise revenue growth and the integration of mergers & acquisitions at Liberty Global. Between 2004 and 2015 Heide held a broad range of leadership roles at British Telecom, where she led customer service teams across 17 countries and the transformation of the Group's operating model. Before that, Heide Baumann was a management consultant for innovation and digital strategies at Arthur D. Little.

Heide originally comes from the Baden region of Germany. She graduated in Leipzig and completed her BSc at Hertfordshire University, followed by MAs in media from the Royal College of Art, London and TU Berlin as well as an MA in Psychology from De Montfort University Leicester. She also completed a PhD at the University of Cambridge.

Together with her partner, Heide Baumann has two children.

**Vodafone GmbH**, Corporate Communications  
Ferdinand-Braun-Platz 1, D-40549 Düsseldorf,  
[www.vodafone-deutschland.de](http://www.vodafone-deutschland.de)