

Curriculum Vitae



Marcel de Groot

Director Consumer Business Unit



Marcel de Groot (born 1967) has been COO Consumer Business at Vodafone Germany since 1 September 2022. Born in the Netherlands, de Groot is a long-serving Vodafone employee who has held numerous management positions. He will be focusing on simple and innovative consumer products.

In his former roles at various Vodafone Op-Cos de Groot was able to gain significant marketing and sales experience. He served as Chief Commercial Officer at VodafoneZiggo in the Netherlands as of its formation in January 2017. From 2016 to 2017 the passionate skier and football fan was the Director of the Consumer Business Unit at Vodafone Netherlands, where he was responsible for sales and marketing activities. De Groot served as Director of Consumer Business for Vodafone Ireland for four years between 2012 and 2016. His career at Vodafone started in 2008, when he became Head of Consumer Postpaid Marketing in the Netherlands. Prior to working at Vodafone, de Groot held various management positions in marketing and sales at other companies.

Marcel de Groot studied Organisation & Management at Amsterdam University. He has two children, lives in Düsseldorf and enjoys travelling to adventurous places with his family and photography in his spare time.

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