

Personal

Andreas Maierhofer

date of birth
nationality
marital status
address

telephone (mobile)
e-mail
languages spoken

Education

1994 to 1999

University of Vienna, Austria

Study of Law

Professional Experience

1987 to 2013

Telekom Austria Group

07/2009 to 12/2013

Mobiltel EAD, Bulgaria

Chief Executive Officer

- Responsible for 3,500 FTEs with 9 direct reports and a reporting line to the president of the SVB
- Cultural transformation
- Collaboration with government agencies
- Strategy and direction
- Remain market leader
- Growth strategy
- Operational effectiveness
- Leadership development
- Provide overall strategic leadership to lead and be account-able for all operational outcomes of the company

- Full P&L responsibility
- Public face of the company in all public forums
- Continue to create and enhance shareholder wealth
- Work closely and effectively with specialist staff that have been or will be recruited to business disciplines
- Identify, develop and, after approval by the Board, conclude new expansion/investment opportunities including the development of appropriate funding plans
- Formulate and get approval of the Board of the necessary funding plans
- Show leadership in establishing and maintaining the necessary strong business, political and social contact networks
- Achieve these outcomes with the expert assistance of a Chief Financial Officer and a Chief Technology Officer and with the Chief Marketing Officer
- Market leader in Residential and Business segment
- Focus on high-value post-paid smart segment; intensive transformation from pre- to post-paid segment
- Implementation of a new billing and CRM system
- Leader in customer experience management
- Acquisition and integration of alternative fixed line operators
- Positioning as a complete telecom operator offering fixed, TV and mobile products and services
- Rebranding and new identity
- Significant growth in bundle products

02/2011 to 12/2012

M-Networks

President of the SVB

- Supervising the Management Board of MobilTel's fixed line subsidiary including integration into MobilTel

05/2007 to 06/2009

MobilTel EAD, Bulgaria

Chief Marketing Officer

- Responsible for the commercial development of the company and for 1,500 FTEs with 8 direct reports
- Marketing, Residential Sales, Business Sales, Brand Management, Customer Services and Market Intelligence

06/2004 to 05/2007

Si.mobil d.d., Slovenia

07/2006 to 05/2007

Chief Executive Officer

- Similar to the responsibilities as CEO of Mobitel
- 420 employees with reporting line to the president of the Supervisory Board of Si.mobil
- Launch of a new company strategy
- New brand values
- Partnership with Vodafone
- Streamlining of costs and CAPEX
- Growth in all customer segments with focus on youth post-paid segment
- Reduction of churn due to CRM initiatives
- Pre- to post-paid transformation
- Increase of average revenues per user
- Achievement of a positive EBITDA and EBIT

06/2004 to 06/2006

Chief Operating Officer

- Responsible for 380 FTEs with 7 direct reports
- Responsible for Marketing, Sales, Customer Services, HR and the whole technical sector

2004 to 2012

Project Owner, Slovenia and Bulgaria

- Billing and customer relationship management system implementation in Si.mobil
- Billing and customer relationship management system implementation in Mobitel

- Acquisition of fixed line operators in Bulgaria and to position Mobilitel as full telecommunication provider
- New brand identity of Mobilitel

07/1999 to 05/2004

mobikom austria AG, Austria

07/1999 to 05/2004

Director, Customer Services

- Responsible for client services of Mobikom Austria including billing and collection and debt management responsible for 1,000 FTEs with 9 direct reports
- Authorized representative of Mobikom Austria and chairman of the company-wide project steering committee
- Member of the strategic board and the steering evaluation committee of mobikom austria

1996 to 1999

Head of Billing Collection Department

- Responsible for the operational billing and collection procedure of the company including debtors and risk management
- Implementation of a new billing, customer management and collections procedure
- Responsible for 120 FTEs with 6 direct reports with reporting line to the Director of Finance of mobikom austria
- Support of launching similar Department of Vipnet in Croatia

1996 to 2004

Project Owner and Project Manager, Austria

- Project leader for construction of a new customer service centre in Oberpullendorf including EU funding
- Project leader for the set-up of mobikom austria's third-party customer services client 24 including operational responsibility of the profit centre Client 24
- Project owner for the implementation of Online Bill Present-ment
- Founder and project owner for the assignment and realization of the first customer service award in Austria
- Project owner for the first ÖNORM certification in Austria for mobikom austria and Client 24

- Project leader "EURO conversion" at mobilkom austria
- Project owner for implementation of a centralized electronic document management system
- Project owner for implementation of a personnel planning tool
- Project owner for implementation of internet-based service platform e-care

1987 to 1996

Telekom Austria AG, Austria

Associate and Civil Servant at Military Service and Post