

Király István

He has around 20 year experience of senior management in telecommunication and ICT industries in various marketing and sales positions.

Between 1999 – 2004 he was the Marketing Director of **Pannon GSM (Telenor)**, later on he became the Chief Commercial Officer of Consumer Division.

From 2004 he was acting as the Business Development Director at **Hungarian Telekom, T –Systems**. Later on he served as the Chief Marketing Officer of the Company.

From 2014 he is the Enterprise Business Unit Director at **Vodafone**. He is responsible for Sales & Marketing in the entire business segment (SOHO, SME and Large Accounts)

He has significant experience in day-to-day management of marketing and sales organisations, business planning, strategy formulation as well as in team building, change management, merger & acquisitions, and post-merger integration process.

He has been a member of Management Boards in multicultural environment, furthermore, he is the sponsor and Steering Committee member of many transformation projects and business critical IT & product development projects as well. (4G, 5G technology introduction, CRM & Billing replacement, DWH, etc.)