

*Everything Everywhere
Leadership Team Biographies
Updated September 2011*

Olaf Swantee, Chief Executive Officer

Olaf Swantee is the CEO of Everything Everywhere, responsible for running the UK's leading communications company, which operates two of the most famous brands in the UK, T-Mobile and Orange.

Prior to this, Olaf was a member of Orange France-Telecom's executive board, heading the Group's Europe division, which covered a mobile & fixed, €12.6B telecommunications business in Spain, Belgium, Switzerland, Eastern Europe, and the Dominican Republic. In addition, he ran the company's Purchasing and Supply Chain function worldwide.

Before joining Orange-France Telecom, Olaf had 17 years experience in the IT industry in Europe and the United States, latterly serving as Hewlett-Packard's EMEA SVP for enterprise sales and software. He also held senior leadership, sales and marketing positions with Compaq and Digital Equipment Corporation in Europe and the United States. He has worked at country, European and global levels.

A 45 year old Dutch national, Olaf holds a BA in Economics and received his European MBA from ESCP (formerly EAP) in Paris in 1989. Olaf lives in London with his family.

Pippa Dunn, Chief Marketing Officer - Consumer

Pippa Dunn is Chief Marketing Officer – Consumer for Everything Everywhere, responsible for the P&L of the Consumer division, including Orange and T-Mobile commercial targets, proposition development, customer loyalty, product and device management. Previously, Pippa was Vice President of Orange Propositions for Everything Everywhere. Prior to that role, Pippa was responsible for the pre-pay arm of Orange as Director, Pay-As-You-Go.

Pippa has been with Orange since 2003, working first in marketing for Orange Group, before becoming UK Brand Director. She joined Orange from NTL where she was Product Marketing Director for Broadband. Prior to that, she worked for Coca Cola for five years in a number of marketing roles. Pippa lives in London and is a keen photographer who would love to design and build a house from scratch.

Gerry McQuade, Chief Marketing Officer – Non-Consumer Mobile

Gerry McQuade is Chief Marketing Officer – Non-Consumer Mobile for Everything Everywhere, responsible for the Business (B2B), Wholesale, Home and Business Development areas which he has overseen since the merger in 2010 of Orange and T-Mobile to form Everything Everywhere.

Gerry joined Orange in January 2008 as Chief Development Officer and played a critical role ensuring that Orange UK had clearly defined and integrated strategic priorities, while maintaining its position as the most innovative, customer-focused and cost-effective business in the mobile and converged market. Prior to his time at Orange, Gerry was a founding member of Virgin Mobile.

Ralf Brandmeier, Chief Performance Officer

Ralf Brandmeier is the Chief Performance Officer for Everything Everywhere, responsible for serving the business functions with project management, value steering, market research, and customer insight, as well as co-ordination of the company's transformation and integration programmes.

Ralf joined Everything Everywhere in 2011 with a wealth of experience, including roles as Managing Director of both Hewlett Packard and Compaq in Switzerland, where he oversaw the significant growth of the business in the Swiss market. As an independent consultant, he previously managed key mergers and acquisitions across Europe, as well as operational projects for Orange in Romania, Switzerland, Dominican Republic, Armenia and Poland.

A 49 year old German national, Ralf holds a Master Degree in Business Administration and Engineering with focus on Operations Research and Information Science from the Technical University Karlsruhe. Ralf lives with his family in London.

Marc Allera, Chief Sales Officer

Marc Allera is the Chief Sales Officer for Everything Everywhere, responsible for all sales activities across the company, including retail, digital and customer base management, as well as the company's relationship with indirect partners. He will be charged with delivering a best-in-class customer experience and ensuring the business has the best sales and commercial organisation in the industry.

Marc will join Everything Everywhere in early 2012 from Three UK, where he has held a number of senior positions over the past 10 years including Chief Commercial Officer and Sales & Marketing Director. He is credited as a key force in Three's sales and marketing initiatives that grew the mobile network operator to more than five million customers. Prior to joining Three's parent company Hutchison Whampoa in 2001, Marc was General Manager of Sega. He is a keen football player, a fan of Liverpool football club, a lover of good food and wine and holidaying with his wife and children to all corners of the world.

Jackie O'Leary, Chief Customer Officer

Jackie O'Leary is the Chief Customer Officer for Everything Everywhere, responsible for Customer Operations, customer experience and engagement strategy. Prior to this she was Vice President of Customer Services on the board of Orange. She joined Orange in 2008 from The Carphone Warehouse, where she oversaw customer services for TalkTalk and AOL Broadband, having been part of the team leading the merger of those two organisations.

Previously, she ran a strategic consultancy for 10 years, with a network of consultants providing customer experience expertise to blue chip organisations, including senior roles and strategic projects at many of Europe's leading communications providers. Jackie has worked in numerous locations around the UK and globally and is currently based in London.

Steven Day, Chief of Brand and Communications

Steven Day is the Chief of Brand and Communications for Everything Everywhere. He is responsible for the brand and communications strategy and delivery across the business, including advertising, external and internal communications, and public affairs. Steven joined Orange in January 2008, running brand and communication activities.

Before joining Orange, he was a founding member of Virgin Mobile, playing a key role taking the business from its inception in 1999, to IPO in 2004, and then sale to NTL in 2006. Prior to that, he was joint-Deputy Editor of *The Sunday Express*. Steven holds a pilot's license and lives in Wiltshire with his partner and their two children.

Francoise Clemes, Chief of HR

Francoise Clemes is Chief of HR for Everything Everywhere, responsible for delivering an inspiring and engaging employee journey and making Everything Everywhere a great place to work for its teams. She joined the company in September, 2011 from France Telecom Group where, most recently, she has been working as the Vice President, HR in Europe since 2006. She joined Orange in 1992 and has been working in an HR capacity for various divisions since 1997. Francoise is of French and Spanish origin, has two daughters and lives in London.

Stephen Harris, Chief of Staff

Stephen Harris is Chief of Staff for Everything Everywhere, responsible for Strategy, Legal & Regulatory, Property & Facilities as well as the running of the Chief Executive Office. Stephen was previously the Business Development Director for Orange, where he was instrumental in the launch of the HMV in-store concessions and the strategic partnership with Barclaycard and developing the future world of payments through your mobile phone. He joined Orange in 2005 as the Marketing Performance Director, before moving on to the role of Pricing and Commercial Director.

Prior to joining Orange, Stephen spent seven years with Cable & Wireless leading their UK, Europe and US commercial function. Stephen lives in Henley-on-Thames with his wife and two young children.

Neal Milsom, Chief Financial Officer

Neal Milsom is Chief Financial Officer for Everything Everywhere, responsible for the financial management of the business, including procurement and supply chain. Neal is also part of the company's Board of Directors. Neal was previously Vice President of Finance for Everything Everywhere, having previously held the same role at Orange for over five years. He joined Orange in 2001.

Prior to Orange, Neal was a Divisional Financial Director for automotive parts company Unipart Group, and held a finance role at venture capitalist 3i. He is a Chartered Accountant who started his accountancy training at Price Waterhouse Coopers. Neal holds a keen interest in cricket and football and lives in the West Midlands.

Fotis Karonis, acting Chief Technology Officer

Fotis Karonis is the acting Chief Technology Officer for Everything Everywhere, responsible for the Information Technology and Network development strategy and implementation at Everything Everywhere. Fotis has overseen IT since Everything Everywhere was formed in 2010 with the merger of Orange and T-Mobile.

Prior to his role at Everything Everywhere, he held the role of Chief Information Officer for Romtelecom. Prior to that, he worked at Athens International Airport, as Director of Information Technology and the Telecommunications Business Unit. In this role, Fotis planned, implemented and ensured round-the-clock integrated IT services and infrastructure to the Airport that serves over 16 Million passengers and 5 million visitors every year. Prior to this, he worked with Cap Gemini and Alcatel in France.