

Alexandra Reich

Chairwoman Supervisory Board

First appointed June 2026

Personal Data

Year of birth 1963
Nationality Austria
Residence Wermatswil, Switzerland

Career

Since 2023 Non-Executive Director, ING Group, Netherlands
Since 2020 Non-Executive Director, Cellnex Telecom, Spain
Since 2020 Non-Executive Director, Delta Fiber Telecommunications, Netherlands
2018 – 2020 CEO, DTAC/Telenor Thailand
*Revenue: 2 Mrd. US-\$; 7.000 HC; listed on Thailand Stock-Exchange
Successful turnaround and development of a sustainable growth story;
Implementation of a digital, agile transformation; 30% increase in share price,
doubling of NPS and eNPS. – restoring the network experience*
2016 – 2018 CEO/Chairwoman, Telenor Hungary
*Revenue 600 Mio. US-\$ - 1.000 HC After a successful turnaround to growth in
TN Hungary, executed as Chairman of the CEE cluster (Hungary, Bulgaria,
Serbia, Montenegro) a 3 BN US-\$ divestment to PPF group.*
2009 – 2016 EVP/Different roles Consumer & B2B business Swisscom, Switzerland
2007 – 2009 COO, Sunrise Communications AG, Zurich
2005 – 2007 COO, Hutchison 3G (HWL) Group, Vienna
2004 – 2005 COO, UTA – United Telecommunications Austria, Vienna
2001 – 2004 GM, T-Online Austria, Vienna

Education & Training

Bachelor & Master of Business Administration
Vienna University of Economics and Business Administration, Vienna
INSEAD – Finance for Business Leaders Program