

Management Team

Stefan Riedel Chief Consumer Officer (CCO)

Stefan Riedel is Chief Consumer Officer at Tele Columbus AG since 1st June 2018 and a member of the senior management team. He is responsible for the uniform brand across the entire Group, product development for TV, internet, telephone, and mobile communications services, as well as management of the sales channels.

Before joining Tele Columbus, Stefan Riedel was CEO at Starticket, one of the leading ticket sellers in Switzerland. Previous to that, he worked for 12 years at Orange Communications SA and its successor Salt Mobile SA. Most recently, he served as Director Consumer Marketing & Deputy to the Chief Commercial Officer. In this position, he was in charge of Consumer Marketing, where he played a leading role while Orange was re-branded to Salt and was responsible for marketing strategy and product development. He was also jointly responsible for the strategic and operational management of the end customer business.

Following his graduation as an engineer, Stefan Riedel was working in business development for an internationally active logistics company and the set-up of a European presence for two computer hardware and services companies in the area of e-commerce. In 2003 Stefan Riedel successfully completed the MBA programme at IMD Lausanne.

