

Press release

Ashley Cook appointed Consumer Director at Telefónica Ireland

Dublin, 30 November 2011 - Ashley Cook has been appointed Consumer Director at Telefónica Ireland, which operates the O2 brand. O2 is a leading communications service provider in Ireland, with 1.7 million customers and a retail network of over 70 stores nationwide. In his new role as Consumer Director, Ashley will be responsible for all consumer touch points including proposition development, retail stores, customer care and online trading.

A highly experienced sales executive, Ashley joins Telefónica Ireland from Carphone Warehouse in the UK where he held a number of senior roles, most recently that of Director of Customer Operations. Managing a team of 950 people, Ashley was responsible for all customer service, telephony sales and customer care, alongside processes and systems to support Carphone Warehouse's 820 retail stores and other sales channels. He previously held the position of Business Operations Director at Carphone Warehouse.

Prior to joining Carphone Warehouse Ashley held the position of Director of Sales Operations with Tesco in the Czech Republic where he was responsible for 83 stores and more than 6,000 people.

Ashley originally hails from Keighley, West Yorkshire. He is married with three children.

In his role as Consumer Director Ashley will sit on the Telefónica Ireland senior management team. The members of the team are: Tony Hanway (Chief Executive), Paul Whelan (Chief Financial Officer); Theresa Murray (HR Director); Alan Brown (Business Director); Jonnie Cahill (Marketing Director); Eugene Mitchell (Director of New Business); Ashley Cook (Consumer Director); and Pat Moynihan (Chief Technology Officer).

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