

Matthias Lorenz

Director Consumer Business Unit



Matthias Lorenz (born 1970) has been COO Consumer Business at Vodafone Germany since 1 December 2024. Born in Austria, he is regarded as an expert in the telecommunications industry. He focuses on simple and innovative products for consumers.

Matthias Lorenz has worked for A1 Telekom Austria since 2016, most recently as Senior Director and member of the Leadership Team. With his extensive commercial experience, he has made a significant contribution to the successful development of the business. As Senior Director at A1 Telekom Austria, he was responsible for the areas of Transformation, Marketing, Retail & Wholesale and Legal for eight years. Prior to this, he worked as a Senior Partner for Oliver Wyman Consulting and for Roland Berger as a Partner in the telecommunications sector.

He has extensive experience in the European telecommunications and media industry and is an expert in the transformation and reorganisation of companies. He successfully completed his studies in business administration at the Christian-Albrechts-University of Kiel.

Matthias Lorenz is married and lives with his family in Hamburg.