



Carsten Wreth is Chief Customer Officer and VP Customer Experience Opel Automobile GmbH. In that role Carsten owns the cross functional Customer Journey for Opel / Vauxhall and has full line management responsibility for the customer/dealer contact centers and the IT transformation towards a customer oriented systems landscape.

Next to that role Carsten was also given the responsibility to coordinate the Turn-Around plan for Opel Automobile after the take over from PSA Group

Carsten Wreth joined Opel from Telefonica Global Services (TGS), Telefonica's global procurement and services company where he served as CEO.

In his former position as Managing Director Service Technology (CIO) at Telefonica O₂ Germany and as SVP Customer Operations he also took responsibility to fill the brand claim 'O₂ Can Do' with tangibles that matter to the customer.

Carsten Wreth started his career at Cap Gemini Consulting and held numerous top positions in the telecommunications and IT area. He has a background of mechanical engineering and business administration with a business engineering degree (Dipl. Wirtschaftsingenieur) from the University of Kaiserslautern, Germany.