



Press release
Paris, 28 February 2025

Orange Business strengthens leadership team with appointment of Rob Willcock as the head of international business

Rob Willcock has been appointed CEO International at Orange Business, effective March 1, 2025. In this global role, he will reinforce the company's position as a leading network and digital integrator, and a trusted partner for multinational and large national customers outside France.

Building on his successful leadership and business transformation track record, his two key priorities will be business development and customer service excellence.

With more than 25 years of business and technology leadership experience, Rob held multiple management positions at Orange, having led consulting, business development, and global customer programs across multiple regions. His most recent positions within Orange Business were President for the Americas for five years and Managing Director for the UK and Ireland for three years.

"I am excited to be back at Orange Business. The company provides an unbeatable combination of technology, scale, expertise, feet on the ground, and global solutions that can enhance every facet of a customer's business. I look forward to guiding our international customers on that journey," said Rob Willcock, CEO International at Orange Business.

"Rob's ability to adapt, innovate, and lead with purpose makes him the perfect choice to head our international teams. I have no doubt his leadership will continue to elevate our business, enabling us to deliver even greater value to our customers worldwide," said Aliette Mousnier-Lompré, CEO, Orange Business.

Rob returns to Orange Business following a three-year stint as Group Chief Commercial Officer at Flowbird Group, a global leader in urban mobility and smart cities. Based in the UK, he replaces Kristof Symons who leaves the company after a 17-year career across Orange Business.

About Orange Business

Orange Business, the enterprise division of the Orange Group, is a leading network and digital integrator, supporting customers to create positive impact and digital business. The combined strength of its next-generation connectivity, cloud, and cybersecurity expertise, platforms, and partners provides the foundation for enterprises around the world. With 30,000 employees across 65 countries, Orange Business enables its customers' transformations by orchestrating end-to-end secured digital infrastructure and focusing on the employee, customer, and operational experience. More than 30,000 B-to-B customers put their trust in Orange Business globally.

Orange is one of the world's leading telecommunications operators with revenues of 40.3 billion euros in 2024 and 291 million customers worldwide at 31 December 2024. In February 2023, the Group presented its strategic plan "Lead the Future", built on a new business model and guided by responsibility and efficiency. "Lead the Future" capitalizes on network excellence to reinforce Orange's leadership in service quality.

Orange is listed on the Euronext Paris (ORA). For more information: www.orange-business.com or follow us on LinkedIn and on X: @orangebusiness

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