



Curriculum Vitae

Dirk Wierzbitzki

Head of Residential Customers

Member of the Executive Committee Swisscom Switzerland

Born 1965

German citizen

Degree in electrical engineering

Dirk Wierzbitzki has been Head of Residential Customers since 2020 and a member of the Executive Committee Swisscom Switzerland (Management Board) since April 2025. After completing his degree in electrical engineering, he started his career at Siemens in product management. From 1994, he worked in various management positions at Vodafone in the areas of product development, product management and commercial offer management. In 2010 he joined Swisscom, where he held a number of different roles in customer experience design, fixed network and TV. Since 2016, he has had overall management responsibility for all products and services within the Residential Customers division. He is a member of the Board of Directors of SoftAtHome, a software development company for smart home solutions. Dirk Wierzbitzki was a member of the Swisscom Group Management from January 2016 to March 2025.

Career

- 1994–2001 Head of Product Management, Mannesmann D2 (now Vodafone Germany)
- 2001–2003 Director for Innovation Management, Vodafone Global Products and Services
- 2003–2006 Director of Commercial Terminals, Vodafone Group
- 2006–2008 Director of Consumer Internet Services and Platforms, Vodafone Group
- 2008–2010 Director of Communications Services, Vodafone Group
- 2010–2015 Member of the Management Board, Residential Customers, Swisscom (Switzerland) Ltd
- 2010–2012 Head of Customer Experience Design for Residential Customers, Swisscom (Switzerland) Ltd
- 2013–2015 Head of Fixed-network Business & TV for Residential Customers, Swisscom (Switzerland Ltd)
- 2016–2019 Head of Products & Marketing division, Swisscom (Switzerland) Ltd
- January 2016–March 2025 Member of the Swisscom Group Management
- Since 2020 Head of Residential Customers Swisscom Switzerland
- Since April 2025 Member of the Executive Committee Swisscom Switzerland