

## **Joakim Reiter**

Chief External and Corporate Affairs Officer, Vodafone

Vodafone Group Executive Committee member since August 2017.

Joakim Reiter, Executive Committee member since August 2017, is Vodafone's Group External Affairs Director, responsible for public relations and corporate affairs, including policy and regulation, communications, security, sustainability and charitable activities. He joined Vodafone Group in 2017, where he sits within the Executive Committee.

Reiter is also currently an advisory board member of the World Trade Institute, sits on the Board of the Swedish Space Corporation and is a member of the EU's Horizon Mission Board for climate-neutral and smart cities.

Before joining Vodafone in April 2017, Joakim was the Assistant Secretary-General of the United Nations and the Deputy Secretary-General of the United Nations Conference on Trade and Development (UNCTAD). Prior to that, he spent more than 15 years in the foreign service of Sweden, including as Deputy Director-General of the Ministry of Foreign Affairs, Ambassador to the World Trade Organization and at the Permanent Representation to the European Union. Joakim also served as an EU negotiator with DG TRADE at the European Commission.

A Swedish national, Joakim holds a master's in Economics from the London School of Economics and a master's in Political Science from Lund University.