

Mats Granryd

Director General, GSMA

Mats leads the GSMA in supporting its global membership across three broad pillars: Connectivity for Good, Industry Services and Solutions, and Outreach.

Under Mats' leadership, he has advanced the organisation's work in tackling today's biggest societal challenges – leading the mobile industry in becoming the first sector to commit to the United Nations Sustainable Development Goals (SDGs), creating an industry-wide climate action roadmap to achieve net zero by 2050, increasing mobile broadband coverage to 95% of the world's population and working to address the mobile internet usage gap.

Mats serves on the UN Broadband Commission for Sustainable Development, is a member of the World Bank Advisory Council on Gender and a leader with The B Team. Prior to joining the GSMA in 2016, Mats was President and CEO of Tele2 and also spent 15 years in a variety of roles at Ericsson, most recently as Head of Northern Europe and Central Asia.