# KPN appoints Marieke Snoep as Chief Business Market

01 Oct 2018 13:00 CET/CEST

Today, Royal KPN N.V. ("KPN") announces that it will appoint Marieke Snoep to the position of Chief Business Market. Marieke Snoep will oversee the day-to-day operations of KPN's Business activities. She will join KPN's executive committee and will report to Maximo Ibarra, CEO of KPN, who has temporarily assumed the role of Chief Business Market.

Maximo Ibarra, CEO of KPN*:*

*"I am delighted that Marieke has decided to join KPN and become part of our team. Marieke is an entrepreneurial leader with a relentless customer focus. She brings a wealth of strategic and commercial experience as well as the relevant market knowledge needed to drive forward our Business segment, ensuring that our business customers continue to receive the high-quality service that they expect from KPN."*

The intended appointment of Marieke Snoep will take effect in due course and is subject to works council advice.

**Profile summary Marieke Snoep**

Marieke Snoep is a senior executive with extensive strategic and commercial experience in the Dutch telecommunications market.

Prior to joining KPN, Snoep served as Chief Commercial Officer Consumer at T-Mobile Netherlands since October 2017. Since 2002, Snoep held numerous management positions within T-Mobile Netherlands, including Chief Commercial Officer Business, CCO Enterprise and Chief Customer Operations, and Director Sales Operations & Process Management. In her earlier career, she held consultancy roles with Solvision (currently Ordina) and Atos Origin.

Snoep holds a Master of Science degree in Mechanical Engineering.