*Robert Redeleanu is Chief Executive Officer for the Liberty Global entities in Eastern Europe, where he is responsible for Liberty Global’s businesses in Poland and Slovakia, operating under the UPC brand.*

Robert is an experienced executive with a proven track record in driving strong results and turnarounds in very competitive Eastern European markets in global and international organizations, both in FMCG and telecommunications. He leads business transformation and substantial innovation around the customer relationship, delivering the highest net, promoter scores in the industry.

Robert joined Liberty in 2013 to serve in various leadership roles. He started and Marketing Director for UPC Romania, and was then appointed Chief Executive Officer in 2015, as well as Ceo of UPC Hungary in 2016. in 2018 he added UPC Poland to his management portfolio, managing in parallel both Poland and Hungary. Prior to joining Liberty Global, he spent nearly two decades in FMCG. His career began in 1996 with Unilever, where throughout the years he held various management positions in marketing and sales in the Balkans and CEE. He was Marketing Director for Unilever in Russia & Ukraine (2006 – 2009) and CEO of Scandia Foods (2009 – 2011).

He graduated from ASE Bucharest, with specializations in Finance and Banking, and completed the Executive Management Program with Darden School of Business, University of Virginia.

[**BACK TO LEADERSHIP**](https://www.libertyglobal.com/people/meet-our-leadership/)