*Severina Pascu is the Deputy CEO and Chief Operating Officer of the combined Sunrise UPC business in Switzerland. She has been a long time member of the Liberty Global family, having served most recently as CFO and Deputy CEO of Virgin Media in the UK.*Severina joined Liberty Global in 2008 as Chief Financial Officer for UPC Romania. Afterwards, she was appointed CEO for Romania and subsequently also for Hungary. Between 2015 and the end of 2017, she led the cable operations in Poland, Hungary, Romania, the Czech Republic, Slovakia and the DTH activities in the CEE region as Managing Director. From 2018 to early 2020, Severina was CEO of Liberty Global’s business in Switzerland.

From December 2017 onwards, she held the role of Chief Operating Officer Central Europe and CEO for the Central Eastern European activities. In this role she was responsible for UPC’s businesses in the Czech Republic, Hungary, Poland, Romania, Slovakia and DTH located in Luxembourg.

Before she joined Liberty Global in 2008, Severina held a number of senior management positions in leading international companies.  Between 2005 and 2008, she held an executive position at CAIB Romania, one of the main investment banks in Central Europe. Between 2000 and 2005, she was part of the management of the American cable telecommunications company Metromedia International. Severina – a graduate of the Bucharest Academy of Economic Studies – began her career in 1996 at KPMG Romania and then worked for the company in Great Britain.