

MR PETER ERSKINE

Member of the Board of Directors/ Non-Executive Director, Telefónica, S.A.



Mr Peter Erskine holds a Degree in Psychology from Liverpool University and an Honorary Doctorate from the University of Reading.

He is currently Chairman of the Henley Business School Strategy Board, is a Member of the Council of the University of Reading, and also serves as a Member of the University's Strategy and Finance Committee.

Mr Erskine began his career in the field of Marketing in Polycell and Colgate Palmolive. He worked for several years at the Mars Group, subsequently being appointed European Vice-Chairman of Mars Electronics.

In 1990, he was appointed Vice-Chairman of Marketing and Sales of Unitel.

He joined British Telecom (BT) in 1993-1998, where he held a number of senior positions, including Director of BT Mobile and President and Chief Executive Officer of Concert. In 1998, he became Managing Director of BT Cellnet and in 2001 he was appointed Chief Executive Officer and a member of the Board of Directors of O2 plc.

Mr Erskine played a lead role in the sale of O2 plc to Telefónica, S.A. in October 2005 and was appointed Chairman of Telefónica Europe plc in 2006 on completion of the transaction, in which capacity he served until 31 December 2007, then becoming a Non-Executive Director. Mr Erskine was appointed Chairman of the Strategy Committee of Telefónica, S.A. on 17 December 2008.

In January 2009, he joined the Board of Ladbrokes PLC as a Non-Executive Director, becoming Chairman in May 2009. He stood down from the Board in December 2015, having taken a lead role in the merger of Ladbrokes PLC with Gala Coral Group.

Peter Erskine was born in London on 10 November 1951. Mr Erskine is married, has 4 children and 5 grandchildren.