



A REINVENTION CONVERSATION WITH VODAFONE

VIDEO TRANSCRIPT

Julie Sweet: Welcome to Reinvented with Accenture. Today I'm here with Margherita Della Valle, CEO of Vodafone. You were employee 25 in Vodafone Italy. Today you're the CEO of Vodafone, what is your strategy and vision for the future?

Margherita Della Valle: We are changing our culture to really focus on our customers. We need to acknowledge that change is hard. But if people understand it's for the right reason then you get the power of the organization with you.

Copyright © 2025 Accenture
All rights reserved.

Accenture and its logo
are registered trademarks
of Accenture.