

Sally Anne Ashford

Member of the Supervisory Board, Telefónica Deutschland Holding AG

Human Resources Director Parcels of Royal Mail Group Limited

Group Reward Director, Royal Mail plc



Sally Anne Ashford is member of the Supervisory Board of Telefónica Deutschland Holding AG since 2014. In June 2015, she joined Royal Mail Group and she is currently Human Resources Director Parcels of Royal Mail Group Limited and the Group Reward Director for Royal Mail plc.

Prior to joining Royal Mail group, she was Human Resources Director for Telefónica Europe plc with responsibility for all people issues across the Telefónica/O2 operating businesses in Europe.

Sally Anne Ashford has been working in Human Resources for over 20 years specialising mainly in reward, performance and organisation design. She has headed the Global Reward function for Telefónica.

She has also worked in a variety of Reward related roles at British Telecom (BT) and Tesco. Prior to working in corporate Human Resources, she worked as an external consultant for Arthur Andersen advising a wide range of clients and started her career working in Human Resources research.

Sally Anne Ashford has a BSc (Bachelor of Science) in Management from University of Manchester and a Master's degree in Industrial Relations from Warwick University.

Sally Anne Ashford was born in the Wirral (UK) in 1970. She is married and has two children.