



Head of Customer Unit North Europe, Market Area Europe, Middle East & Africa

Luca Orsini is currently the Head of Customer Unit North Europe in Market Area Europe, Middle East & Africa at Ericsson.

Customer unit North Europe was established in 2025 as a new unit and part of the transformation and creation of Market Area Europe, Middle East and Africa.

Mr. Orsini was appointed to lead the new customer unit as of July 1, 2025. In this role, he is responsible to lead the sales organization across Germany, United Kingdom, Poland, Sweden, Czech Republic, Denmark, Finland, Norway, Slovakia, Ireland, Lithuania, Latvia, Estonia, Iceland, Greenland and Faroe Islands.

In addition to his CU Head role, Mr. Orsini is a board member of Ericsson Italy (TEI) and Ericsson UK (ETL).

Mr. Orsini has over 20 years of international experience with Ericsson gained in Asia, Europe and Latin America. He has a proven track record of both business & profitability growth with strong compliance culture. He has multi-year experience in both sales as CU Head and delivery as Market Area Domain Head. He has extensive experience in managing complex business and organizational turnaround.

Mr. Orsini is originally from Italy, married and is currently located in Stockholm, Sweden.