

## **bpostgroup reinforces its leadership team**

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In January bpostgroup announced the creation of a new function of Chief Commercial Officer (CCO) in the bpostgroup Executive Committee, in light of the groups ambition to strengthen its market position as frontrunner in the parcel-size logistics market in Belgium and abroad. The search was started immediately and today Christel Dendas is appointed as CCO.

Christel will start as of the 1st of May 2024 as Chief Commercial Officer. She comes over from Mediawaste in Switzerland, where she was Managing Director. She has more than 20 years of international experience in managing global businesses, in driving growth and transformation strategy and in developing organizations like, a.o. Total, Shell, Jacob Holm & Sons, Procter & Gamble... Christel holds a master degree in Physics and an MBA from ESCP Paris.

Chris Peeters comments: "I am pleased that Christel is joining our team. I am convinced that with Christel's experience and background, we have the strong commercial leader to take our commercial strategy to the next level, and to build a customer centric culture. I look forward to also work with her on reinforcing synergies between the entities

in the group, on creating a superior customer experience and developing new businesses based on customer needs. Together with further digitalization and innovation, these are the key drivers for our successful transformation and growth."

Christel Dendas says: "My decision to join bpostgroup was driven by its high potential as a company and its significant social and environmental impact. I am excited to build on our collective strengths to shape the company's future. In this role, I will bring my passion for innovation and customer-centric strategies. I look forward to working closely with the entire bpostgroup Team to move towards our ambitious goals of transformation and growth."

Source: [bpostgroup](#)