

2018



ANNUAL CONFERENCE



International **Post**
Corporation

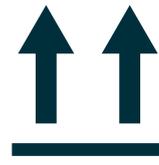
DISRUPTIVE POSTAL BUSINESS MODELS

**IPC Annual Conference 2018
Speakers' Biographies**



More info

Fairmont Pacific
Rim Hotel,
Vancouver, Canada
17 & 18 May 2018



www.ipc.be

Conference Speakers



Charlie Chen joined Lalamove South East Asia in 2016. As part of Lalamove's regional operations team, Charlie is a key player in overseeing on-demand delivery logistics operations in the South East Asia region. She will be leading a number of projects to improve existing operational efficiency and drive future service standards in the company.

Prior to her role at Lalamove, Charlie worked with Uber in the United Kingdom, where she helped build the company's operations in Manchester. She also played a pivotal role in transforming city performance in the role of interim Country Managing Director of Singapore and Taiwan.



Javier Cuesta Nuin worked at Correos from 2003 to 2004 as Director of Strategy & Business Development. He then rejoined Correos in 2012 as Executive Chairman.

Cuesta started his career at the Schlumberger oil-engineering group, working in Venezuela, Brazil, France and Indonesia.

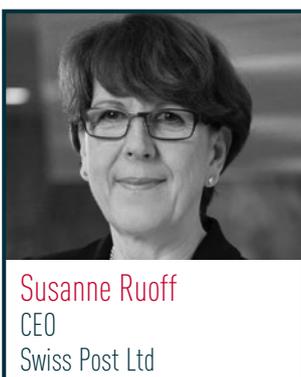
He has also held senior executive positions and board membership in companies in different sectors in Spain, including: IT retail, industrial steel works and telecoms, serving as Director General of telecom company Jazztel, and Executive Vice President of the IT firm Centro de Cálculo de Sabadell. He has been a member of the European Biodiesel Board and has represented Correos on the Board of International Post Corporation from 2012 to 2014.



David McRedmond was appointed Chief Executive Officer of An Post in October 2016.

He was previously CEO of TV3 where he transformed the company into a major Irish broadcaster, concluding with its sale to Liberty Global in December 2015. David was previously Commercial Director of Eircom and Managing Director of Eircom Enterprises. During his early career as a retail industry executive in the UK and USA, he held senior roles such as Operations Director of Waterstones and CEO of WH Smith Inc.

David is a native of Dublin, holds a Master's Degree in Modern Irish History from University College Dublin. He is a director of The Ireland Funds, non-executive Director of the National Lottery Company, non-executive Chairman of Powerscourt Media (Ireland), is a fellow of the Royal Society of Arts and was recently appointed as Chairman-designate of Eir.



Susanne Ruoff has been CEO of Swiss Post Ltd since 1 September 2012.

After completing her degree in economics, she worked in various roles in IBM Switzerland for over 20 years, including most recently as a member of the Executive Board.

She also worked as the CEO of British Telecom Switzerland from 2009 to 2012. Susanne Ruoff has served on the Boards of Directors of Geberit and Bedag Informatik AG, and on the Board of Trustees of the IBM pension fund and was also a member of the Industry Advisory Board of ETH Zurich/Computer Science.



Andrea Sapuppo joined Amazon's European Operations in 2016. He oversees the development of the Amazon Transportation Network in Europe.

As part of the Amazon Transportation Strategy, Andrea facilitates building the physical and transportation infrastructure to support middle- and final-mile capabilities with multiple carriers. During his time with the company, Andrea has spearheaded a number of projects in Europe including the launch of the Air Network, the growth of multiple new sort centers and the expansion of Postal Injection.

Prior to his role at Amazon, Andrea served as Director of the FedEx Asia-Pacific Airline. He spent 16 years working for various FedEx Express Operating Units in Europe and Asia, establishing fast global and regional transportation networks.



Koen Van Gerven has been the CEO of bpost since March 2014. He joined bpost in 2006 as a member of the Executive Committee, in charge of the retail activities, and was named Chairman of the Board of Directors of bpost bank. The leadership of ICT was added to his mandate in 2009 and he was named group CIO.

He started his professional career in 1982 with Generale Bank. He spent 19 years with the bank in different appointments covering field management, marketing, strategy development & deployment and general management. The bank merged in 1998 to become Fortis Bank. He became in 2000 General Manager of the Branch Network and Member of the Belgian Retail Banking Executive Committee.

Koen holds a business engineering degree of the K.U.Leuven, Leuven, Belgium and a MBA of Cornell University, Ithaca, N.Y., USA.



Brad Vroom is a former Apple executive who held senior finance management positions in Operations, Sales, Marketing, R&D, IT, and Facilities from 1983-2013. His emphasis was on change management using a pragmatic and collaborative approach resulting in reduced costs, increase productivity, and improved customer satisfaction.

From 2014-2017 Brad was the Director of Apple's Executive Briefing Program where he was a frequent presenter to executive leadership teams on purpose and values.

Prior to his role at Apple, Brad spent 3 years in Finance at Atari and 2 years in the hospitality industry.



Philippe Wahl has been the CEO of Le Groupe La Poste since 2013.

Philippe holds a Master's in Advanced Studies in Economics, and graduated from the Institute of IEP Paris and from the École Nationale d'Administration. He began his career as an auditor and Master of Requests to the State Council. In 1986, he was adviser to the President of the Commission of Stock Exchange operations (COB), then joined the office of Prime Minister Michel Rocard as a technical advisor in 1989, responsible for economic, financial and fiscal affairs.

Prior to joining Le Groupe La Poste, Philippe held a number of high-level positions at CNCE, Bolloré Group and the Royal Bank of Scotland.

From January 2011, Philippe was the President of the Executive Board of La Banque Postale and Deputy Director General of Le Groupe La Poste.

Conference Moderator



Mark Harrison joined IPC in 2002 and is the Head of Markets.

Mark's team is responsible for conducting research and analysis on market needs for cross-border e-commerce and for translating these into postal service specifications to provide online retailers and SMEs the possibility to expand their business to global customers. As such, Mark works regularly with senior executives from global platforms including Alibaba, Amazon, eBay, Google and Rakuten, as well as with academics and consultants specialising in the global supply chain.

Prior to IPC, Mark worked for Royal Mail for 14 years in both the International and Electronic Service business units where he undertook a variety of marketing and operational roles.

Mark has a degree in Chemistry from the City University in London, a Diploma in Marketing from the Chartered Institute of Marketing and an MBA from Westminster University, London.



About International Post Corporation

International Post Corporation (IPC) is the leading service provider of the global postal industry that provides leadership by driving service quality, interoperability and business-critical intelligence to support posts in defending existing business and expanding into new growth areas. It is a cooperative association of 24 member postal operators in Asia Pacific, Europe and North America. IPC's solutions and services are used by over 180 posts worldwide. Since 1989 IPC has set standards for upgrading quality and service performance and developed technological solutions that help members enhance service for international letters, packets and parcels. IPC engages in industry research, creates business-critical intelligence, provides a range of platforms and programmes for member post CEOs and senior management to exchange best practices and discuss strategy. IPC also manages the system for incentive-based payments between postal operators.

For more information please visit our website www.ipc.be or contact us at info@ipc.be.

International Post Corporation

Avenue du Bourget 44
1130 Brussels, Belgium

Tel +32 (0)2 724 72 11

www.ipc.be
info@ipc.be