International Post Corporation

bpostgroup reinforces its leadership team

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In light of the bpostgroup ambition to strengthen its market position as frontrunner in the parcel-size logistics market in Belgium and abroad, it was decided to reinforce its leadership team. As of February 1, Philippe Dartienne, former CFO and CEO ad interim first of the group and later of the entities E-Logistics North-America and Eurasia, takes up his function as CFO of bpostgroup again. Also a Chief Digital Officer is appointed, Mr. Frank Croket and a new function of Chief Commercial Officer is created, for which the search has started.

The bpostgroup leadership team counted a number of ad interim functions. In order to be able to fulfil the ambitions of bpostgroup and to build a solid future for the group, a number of decisions has been taken to reinforce the Executive Committee.

Chris Peeters, CEO bpostgroup:
"Digitalization, customer centricity and the strengthening of the leadership structure, with established leaders in their area of expertise, are key enablers to put bpostgroup in pole position to accelerate our transformation and realize our ambition. We will also continue to foster a culture of compliance to ensure ethical and responsible business practices."
Philippe Dartienne takes on the Group CFO function again. Philippe was of tremendous value to the company in the previous months as CEO a.i. Koen Aelterman, currently CFO ad interim, becomes CFO for the Belgian business unit. bpostgroup wants to thank them for their dedication and their contribution to the company and its employees.

Frank Croket will start as of 1 February 2024, as Chief Digital Officer (CDO). This new function replaces the current Chief Technology Officer (CTO) role, previously held by James Edge. Frank comes over from BCG, where he was Managing Director & Partner for BCG´s Energy and Technology Advantage Practice. He brings a wealth of international experience, in consultancy, leading CIO, CTO roles, but also realized major business transformations and worked for companies as Accenture, Xylos and Nokia.

Chris Peeters : "With Frank, I am convinced we have the right person to take us to the next level with our digital transformation. His remit will encompass the data management, digital transformation and IT operations activities."
Because of his broad experience in this field, James Edge continues to take on the role of CEO Crossborder Global a.i., with

responsibility for both North America and Eurasia, reporting to the Group CEO. The Crossborder business includes Landmark Global, Apple Express, FDM and IMX. The Group CEO is also given the temporarily responsibility of global Fulfillment.

A new function of Chief Commercial Officer will be created in the bpostgroup Executive Committee. A superior customer experience and new business development based on customer needs will be the key drivers for a successful transformation and growth. The hiring process has been started.

Source: bpost