

# **bpost appoints a CEO for its Belgian activities and reinforces its Group Executive Committee with a Chief Strategy & Transformation Officer**

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The Board of Directors of bpost group has decided today on the appointment of Jean Muls as CEO bpost Belgium and the expansion of the Group Executive Committee (GEC) with Nicolas Baise as Chief Strategy & Transformation Officer.

At the presentation of the third quarter results, CEO Dirk Tirez announced that the Belgian activities of bpost will be integrated into one business unit, namely bpost Belgium. He immediately announced the name of the CEO of this new entity, Jean Muls. He also added that a new position has been created within the GEC, that of Chief Strategy & Transformation Officer. A name for this position was also announced, being Nicolas Baise.

Both men will play an important role in the transformation of bpost as a reliable and leading postal and e-commerce logistics group in Belgium and beyond.

**Jean Muls appointed CEO bpost Belgium**

Jean Muls has more than 30 years of experience in the business world. Since 2015 he was active as Vice President Air Hubs Europe at Federal Express Europe. Prior to that he led Swissport, AIB Vincotte and Imtech Belgium and was also a member of

the Board of Directors at the latter companies. He also held management positions at General Electric and Bombardier Inc. He started his career at IMDC, a subsidiary of GDF Suez, where he gained 6 years of international experience in the marine and dredging business. Jean holds a degree in Civil Engineering from ULB and an MBA from INSEAD. He will lead the new business unit and manage its transformation.

**Nicolas Baise appointed Chief Strategy & Transformation Officer**

Nicolas Baise studied as a commercial engineer and immediately joined Boston Consulting Group where he followed a rapid career trajectory. In 2016, he was appointed Managing Director and Partner. At Boston Consulting Group, Nicolas developed a deep expertise in transport and logistics and large-scale transformation, combined with strong commitment for people development and social engagement. Since 2019, he is People Chair of BCG Brussels, responsible for

the career development of 100+ consultants and defining New Ways of Working in post-COVID context. Nicolas is part of the inaugural group of Belgium's 40 under 40, a diverse community of civil society leaders under 40 who reflect together on the challenges of our society. Between

2012-2018, he was a founding panel member of the Friday Group, supported by the King Baudouin Foundation. He will continue to shape the strategy and drive the transformation and digitalisation of the company to achieve bpost's ambitions.

Source: [bpost](#)