



Posten Bring makes changes to the group structure

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Posten Bring has adopted a new corporate structure that will strengthen the group's focus on parcels, freight and warehousing. The company is increasing its competitiveness through clearer market positions and a stronger customer focus. It is also announced that the group's indirect costs will be reduced by 25 percent.

- To respond to changes in the market and customer expectations, we are changing processes and the way we work. We will strengthen ourselves where we see growth opportunities, and use new technology and AI smarter to increase efficiency and create more value for customers. The changes will strengthen our ability to deliver on our growth strategy and achieve our ambition to become the leading logistics company in the Nordic region, says Petter-Børre Furberg, CEO of Posten Bring.

Reduced staffing needs

Today, 80 percent of Posten Bring's revenue comes from logistics and 20 percent from postal operations – at the turn of the millennium, the opposite was true. Major and rapid changes in the logistics market, intense competition in the parcel market and impending changes in the framework conditions for postal operations are important drivers behind the changes that are now being implemented. A new corporate structure is an important tool for delivering

on the group's strategic priorities of growth in parcels, freight and warehousing throughout the Nordic region.

- We are changing to adapt to new market conditions. In recent years, we have developed and improved our services and take pride in delivering quality. Posten Bring has a proud history of continuous restructuring and adaptation to new customer needs and changing framework conditions over 379 years. All restructuring processes are demanding, but are nevertheless necessary to increase our efficiency and create lasting changes that give us increased competitiveness in the years ahead. During 2027, we will reduce indirect costs by 25 percent compared to the 2025 level, and that means we will have fewer employees. We are committed to ensuring that it is an orderly and predictable process, says Furberg.

The new group structure establishes five business areas with clear profit responsibility, supported by delivery units and group functions that will contribute to efficient



operations, stronger collaboration and better utilization of expertise across the group. With the new organization, the company will meet changes in the market faster and with greater execution power by delivering good customer experiences, developing competitive services and creating profitable growth.

The new group structure will come into effect on January 1, 2027. In addition to CEO Petter-Børre Furberg, the group management will be as follows:

Parcels Norway: Thomas Støkken
Parcels Sweden and Denmark: Jacob Aagaard
Logistics Solutions Norway: Michael Weini
International Logistics: Erik Roth
Post: Christian Brandt
Finance and Business Management: Janne Flessum
People and Organization: Beate Hamre Deck
Customer Experience: Randi Bjerkeland Skagemo
Technology and Security: Heidrun Reisæter
Network Nordics: Hans-Øyvind Ryen

Source: [Posten bring](#)