

## Mart Mägi resigns from Omniva and a new CEO announced

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Mart Mägi has announced his resignation as CEO of Omniva, marking the end of his four-year tenure. Under his leadership, the company expanded its operations beyond the Baltics and strengthened its position as a leading logistics and postal company in the region.

"Over the past four years, Omniva has undergone a groundbreaking transformation, achieving its strongest position in the company's history. With the goals of the previous strategy successfully met, I believe the time is right to hand over the reins. This transition will enable a new leadership team to implement a fresh strategic vision and elevate Omniva to even greater heights," said Mägi. "It has been a tremendous honour to lead Omniva, and I am deeply grateful for the contributions of every team member. It is their daily dedication that has brought Omniva to such a strong position," he added.

During his time as CEO, Mägi oversaw significant achievements, including the highest customer satisfaction rate, the expansion of Omniva's operations outside the Baltics, strategic acquisitions, and the completion of key infrastructure projects, including the new logistic centre in Kaunas.

Omniva's Supervisory Board has announced that, as of March 1, 2025, the company's new

CEO will be the current Chief of Innovation and Technology, Martti Kuldma. Kuldma has been a member of Omniva's Management Board since 2023. Additionally, the Supervisory Board has decided not to appoint a new board member.

According to Helo Meigas, Chair of Omniva's Supervisory Board, Mart Mägi has implemented significant changes in Omniva over the past four years. "A Baltic-wide organization has been built, Omniva has maintained its leading position in the highly competitive parcel business across all three Baltic countries, international business has been launched, and difficult yet necessary decisions have been initiated to restore Omniva's profitability. The Supervisory Board believes that it is now essential to launch a new phase of Omniva's strategy, during which we will identify growth opportunities based on Omniva's strengths for the next five years, as well as measures to further enhance operational efficiency. These efforts are crucial not only for maintaining Omniva's competitiveness and restoring profitability

but also for mitigating price increases in today's loss-making postal services and periodical home delivery. Martti Kuldma has proven himself to be a strong leader during his 1.5 years on the Management Board, with a clear vision of how to drive the company forward. By promoting an already established and capable leader from within, we can immediately move forward with the next phase of key changes at Omniva

without losing momentum."

Mart Mägi expressed his full support for the Supervisory Board's decision to appoint Martti Kuldma as CEO. "His vision and deep understanding of Omniva's operations will ensure a smooth transition and the company's continued development."

Source: [Omniva](#)

