International Post Corporation

Martti Kuldma Takes Over as CEO of Omniva

03-03-2025

As of March 1, Martti Kuldma has taken on the role of Chairman of the Board at Omniva, the international postal and logistics group owned by the Estonian state.

In late January, Omniva announced the resignation of its CEO, Mart Mägi. The Supervisory Board of AS Eesti Post appointed Martti Kuldma, then a board member and Head of Innovation and Technology, as the new Chairman of the Board.

Kuldma first joined Omniva as a member of the Supervisory Board in 2021 before becoming a board member and Head of Innovation and Technology in July 2023.

"Martti Kuldma is a strong innovator. Over the past year and a half, he has built a solid technology team, automated and streamlined technological processes, and established a growth-oriented product organization, transforming Omniva's technology sector into a strong business," said Helo Meigas, Chairwoman of the Supervisory Board of Eesti Post. "I am confident that Martti will bring the same level of innovation and growth mindset to leading the entire group."

Kuldma has signed a five-year contract as a member of the management board. "Looking at our goals for this period, the top priority is ensuring the financial sustainability of postal services. Omniva is currently the only postal carrier in Estonia, the leading parcel carrier in the Baltic region, one of the most recognized brands in the Baltics, and our parcel volumes have been growing steadily for years. We are financially stable, but our more successful services continue to subsidize the weaker ones—this is neither a sound business strategy nor a sustainable one in the long term," Kuldma commented.

"My goal is to identify and implement ways for Omniva to continue bringing the world closer to each home in the Baltics. To achieve this, our services and processes must be simple – it's not about doing more, but about doing it smarter. This will increase the value created by each employee, leading to better profitability and allowing us to offer higher wages. Our actions must be guided by customer needs and sound business principles. With this approach, anything is possible," said Kuldma.

In near future, key focus areas in postal and parcel logistics will include expanding the close-to-home parcel locker network and introduce new efficient services such as

same-day delivery and community-based delivery.

No new board members will be appointed to replace Mart Mägi. The board will continue with four members: in addition to Chairman and CEO Martti Kuldma, Chief Financial Officer Signe Kukin, Chief Commercial Officer Gusts Muzikants, and Chief Operations Officer Kastytis Valantinas will remain in their roles.

Source: Omniva

CLASSIFICATION: CORPORATE | WWW.IPC.BE © 2026