



Bnode announces Nicolas Baise as CEO Bpost

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Nicolas Baise (Chief Operations Officer and member of the Executive Committee of Bnode) will assume the role of CEO of BU Bpost effective 1 January 2027. Bnode (formerly bpostgroup) is an international logistics group with three business units: Bpost, Paxon and Landmark Global. Among these, Bpost is the Group's most visible business activity.

In his new role, Nicolas will focus on the continued execution of the business unit's operational and commercial priorities, as well as the delivery of its transformation agenda. Until the end of the year, he will remain focused on ensuring a successful peak season in his current operational role.

Nicolas succeeds Chris Peeters, who has fulfilled this role on an interim basis since May 2025 alongside his responsibilities as Group CEO. This appointment ensures continued focus on the challenges facing Bpost, while enabling a sharper focus on the Group's ongoing transformation.

"I would like to congratulate Nicolas Baise on his appointment as CEO of the BU Bpost. Nicolas has played a key role in the Bpost transformation and operational performance over the past years. His experience, deep understanding of the business and strong execution focus make him well equipped to lead the BU Bpost going forward", said Chris Peeters, CEO of Bnode.

At the same time, Christel Dendas (Chief Commercial Officer and member of the Executive Committee of Bnode) and Frank Croket (Chief Digital Officer and member of the Executive Committee of Bnode) and Bnode have mutually agreed to end their collaboration. To simplify the operating model and strengthen its focus on execution, the Group will further embed commercial leadership within its business units, bringing decision-making closer to customers and day-to-day operations. Frank will remain with the company during a transition period to ensure a smooth handover.

"I would also like to thank Christel and Frank for their commitment to the company and wish them every success in their future endeavors", Chris Peeters added. The company's strategic priorities remain unchanged. Preparations for peak season are well advanced, and the leadership and organizational arrangements are in place to support the next phase of execution.

Source: [Bnode](#)



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