



-Press Release-

Asendia announces a new strategic organisation of Asendia Group to strengthen its position in e-commerce solutions and the appointment of Simon Batt as new CEO of its logistics division worldwide

26th July – Today, Asendia announces the appointment of Simon Batt as its new Chief Executive Officer of its logistics division worldwide, in the context of a new strategic organisation of Asendia Group.



Simon Batt, new CEO of Asendia

In recent years, Asendia as a Group has undergone major transformation to become a market leader for sustainable cross-border e-Commerce solutions.

The Group structure is going to be reviewed. In addition to the existing holding company, whose role will evolve, two new divisions will be created, one specialised in cross-border parcels, small packets and mail solutions operating under the brand of Asendia; one responsible for global D2C e-commerce technology solutions operating under the brand of ESW.

In this context, Marc Pontet will be the CEO of Asendia Group and Matthieu Martin will assume the role of Deputy CEO and CFO at Group level. Simon Batt will become the CEO of Asendia and as announced recently, Eric Eichmann will be the new CEO of ESW.

Simon Batt is currently Chief Executive Officer of Asendia UK and will take on his new role from August 2023.

As leading player in the cross-border e-commerce mail, packets and parcels industry, Asendia has a revenue of **1 billion EUR**, and its customer portfolio includes major global and local retailers, platforms and marketplaces. Asendia has more than 1,500 employees across 4 continents and provides distribution solutions to more than 200 destinations.

Simon Batt is a well-known business leader in the industry, with over 20 years' experience in mail, parcels and logistics, the majority within cross-border and international strategic development. Since 2019, Batt has been the CEO of Asendia in the UK, successfully merging the company with wnDirect having led that company back to profit after taking over in 2017. Under his leadership, and having put in place a new strategy, Asendia UK has seen revenues, profitability, customer experience and employee engagement improve, with significant investments made in technology and innovation. Before that, Batt worked at GeoPost in Paris as Managing Director (Global Solutions), focusing on international growth and e-commerce solution development in new geographies as well as new market entry strategy. Batt previously held senior roles in Royal Mail Group, leading teams within e-commerce, sales & marketing and programme management before becoming the International Director for parcels. He holds a degree in Management Studies having studied both in Nottingham and Madrid, and an MBA from the University of Warwick.

Commenting on Batt's promotion, Pontet states, *"Simon is the perfect person to lead Asendia as he's a dynamic business leader with an outstanding track record in the industry. Not only does he have exceptional strategic capabilities, he also possesses an excellent ability to deliver change and innovation for customers. Combined with his proven experience in both mature and developing markets, it's clear he's the right person to take our worldwide logistics division on this next phase of its growth journey. The Board looks forward to Simon realising Asendia's full potential."*

Commenting on his promotion, Batt said, *"Asendia has successfully transformed from a mail to a global cross-border parcels business, along with expanding its footprint with leading e-commerce global and local retailers, and I've been proud to be a part of this journey in the UK. Now being appointed to lead the company worldwide is very exciting. The next phase of the journey is about delivering our vision to make Asendia a leading provider of e-commerce logistics solutions to enable our customers to effectively leverage the benefits of cross border trade. I can't wait to get started and want to thank Marc and the Board for this opportunity."*

To find out more about Asendia, [click here](#).

-ENDS-

Notes to editors:

About Asendia:

[Asendia](#) is one of the world's leaders in international e-commerce and mail, delivering packages, parcels and documents to more than 200 destinations across the globe. Combining the experience and expertise of our founding companies, La Poste and Swiss Post, Asendia brings together a wealth of international and local know-how. Asendia's expertise is broad reaching encompassing different aspects of e-commerce, from webshop software and marketplace management to international logistics. Asendia is committed to sustainability, offsetting all carbon emissions including first-mile collection, last-mile delivery, returns, and building emissions, machinery, and business travel. Asendia employs over 1,500 people in Europe, UK, Asia Pacific and the USA - a global network blended with a local presence. www.asendia.com

About ESW:

[ESW](#) is the leading global and domestic direct-to-consumer (DTC) ecommerce company, empowering the world's best-loved brands and retailers to expand their DTC channel. ESW acquired Scalefast in June 2022, and the combined organization offers brands and retailers a complete portfolio of technology and services that cost-effectively support any stage of a company's development. From compliance, data security, fraud protection, taxes and tariffs to demand generation, checkout, delivery, returns and customer service, our powerful combination of technology and human ingenuity covers the entire shopper journey across 200 markets, with 100% carbon neutral shipping to consumers. Headquartered in Dublin, Ireland, ESW has global offices in the US, UK, Spain, France, Italy, Japan, Hong Kong and Singapore. ESW is an Asendia Group company, a joint venture between La Poste and Swiss Post. www.esw.com

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