

Paris, 08 January 2025

Bastien Wilshaw is appointed Executive Vice President of Geopost, in charge of Strategy and Out-of-home

As of 3 January 2025, Bastien Wilshaw joins the Geopost Executive Committee, as Executive Vice President in charge of Strategy and Out-of-home, reporting to Yves Delmas, Chief Executive Officer.

Bastien Wilshaw joined Geopost in September 2021 as Strategy Director. Since January 2024, he is also in charge of the company's out-of-home activity, which, under his leadership, continues to develop at an accelerated pace, with dynamic growth in volumes and a network of more than 100,000 Pickup points in Europe (parcel shops and lockers).

"With this solid track record at Geopost, I'm confident that Bastien will successfully contribute in his new position to the work of the Executive Committee, to which he has already been closely associated, commented Yves Delmas, CEO of Geopost. In his new role, he will drive Geopost's ambitions in the strategic out-of-home segment and support our business units in implementing their local strategy tailored to each market."

This move illustrates Geopost's acceleration in this fast-growing segment, and the strengthening of its service offering to accompany the evolution of the needs of its customers and the usages of end-consumers.

We wish Bastien every success in this new venture.

Bastien Wilshaw, Executive Vice President in charge of Strategy and Out-of-home at Geopost



A graduate in management from ESCP Business School, Bastien spent the first part of his career in consulting, mainly as a director at Roland Berger, leading numerous strategy and transformation projects in France and internationally for players in the transport and logistics sector and investment firms.

He was also Director of Strategy at GEFECO, an industrial logistics company, where he was notably in charge of the company's transformation plan.

Bastien Wilshaw joined Geopost in September 2021 as Director of Strategy. Since January 2024, he is also in charge of the company's out-of-home activity.

About Geopost

Geopost, a European leader in parcel delivery and solutions for e-commerce, operates in more than 50 countries across all continents through its network of expert delivery brands, including: DPD, Chronopost, SEUR, BRT, Speedy Jadlog and Asendia. Leveraging its industry-specific expertise, Geopost is further growing the development of Out-Of-Home delivery services with Pickup, one of the densest parcel shop and locker network in Europe and is also expanding temperature-controlled solutions for food and healthcare business. In a world of acceleration and transformation, Geopost engages and embraces new e-commerce territories with ESW via Asendia.

With 57,000 employees, Geopost endeavors to make commerce more convenient, profitable and sustainable for their customers and communities. Committed to becoming an international reference in sustainable delivery, Geopost is the first global delivery company to have its roadmap to Net Zero by 2040 approved by the Science Based Targets initiative (SBTi).

Part of the La Poste group, Geopost generated a €15.7 billion revenue and delivered 2.1 billion parcels worldwide in 2023.

Press contacts

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