
Board of Directors appoints Johannes Cramer as head of new Logistics Services business unit at Swiss Post

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On 22 June 2020, the Swiss Post Board of Directors appointed Johannes Cramer as head of the new Logistics Services business unit. This means that he will also become a member of Executive Management from January 2021. Cramer is currently Chief Operations Officer at Digitec Galaxus Ltd and has a strong track record in the booming online retail sector.²

Johannes Cramer (1981) will take on the role of head of the new Logistics Services unit at Swiss Post in January 2021. Since 2015, Johannes Cramer has been Chief Operations Officer at Digitec Galaxus Ltd in Zurich, where he is responsible for five units comprising more than 1,000 employees. During this time, the company experienced rapid growth to become the market leader in Swiss online retail. Johannes Cramer therefore has an ideal understanding of future-oriented and growth fields as well as the perspectives and requirements of Swiss Post customers. “This expertise played a vital role for the CEO and the Board of Directors when appointing the head of the new Logistics Services unit,” says Chairman of the Swiss Post Board of Directors Urs Schwaller. After gaining a PhD in business administration, Cramer began his career as a corporate consultant, before founding an online retail startup. Born in Bremen, his mother tongue is German, but he also speaks English and Italian and understands French. Johannes Cramer is German, married and father to a two-year-old son. In his voluntary capacity as a member of the Board of Directors at GS1 Switzerland, he is committed to sustainable value-added networks. Discussing his new role, he says: “I’ve found Swiss Post a very reliable partner over the past five years. The staff I interacted with placed high demands on themselves and on Swiss Post’s performance. It’s an honour to now be able to play my part.”

In May, Swiss Post presented its new strategy for the next strategy period, which will begin on 1 January 2021. With this strategy, Swiss Post wants to achieve targeted growth in the coming years to ensure it can continue to provide a high-quality, self-sufficient universal service in the future. Swiss Post intends to generate growth and the funds necessary to secure the public service over the long term through services in the logistics and communication markets. Within the new Logistics Services unit,

Swiss Post will develop additional services to build upon the last mile in a targeted manner. The company is strengthening its position in e-commerce, developing industry solutions, expanding the goods logistics sector across borders, and plans to facilitate cutting-edge solutions through partnerships and participation in logistics platforms, helping to shape the digitization of logistics. “We need to grow our range of services in the logistics sector to secure the public service over the long term. This means we need to engage even more closely with our customers’ perspectives. By bringing Johannes Cramer on board, we are strengthening our management team in these key areas – growth and customer focus,” says CEO Roberto Cirillo.

(Swiss Post)