

## Anna Salmi appointed SVP, Brand, Communications and Sustainability and member of the Leadership Team of Posti Group

26-11-2020

Anna Salmi, (M.Sc. Econ.) has been appointed as Senior Vice President, Brand, Communications and Sustainability of Posti Group Corporation and a member of Posti Group's Leadership Team as of 1 February 2021. Posti Group's Brand, Communications and Sustainability functions will be combined into a single unit to be headed by Salmi. She will report to Turkka Kuusisto, President and CEO of Posti Group.

Anna Salmi has long and extensive experience in management and development positions in digital services, omnichannel customer experience, as well as sales and marketing. Prior to joining Posti, she worked at Stockmann as the Chief Digital Officer and a member of the Management Team. Salmi has also held various leadership positions at Aurinkomatkat and Finnair.

"Posti's operating environment is changing at an unprecedented speed, which sets new expectations for customer engagement, communications and sustainable business operations. I am very pleased to have Anna Salmi join our team and wish her warmly welcome. Her broad knowledge and experience in consumer business, in building digital customer experiences and in business development are a valuable addition to Posti. Under Anna's leadership, we will combine

brand leadership, communications and sustainability to support the implementation of our strategy," says Turkka Kuusisto, President and CEO of Posti Group.

Anna Salmi believes that Posti's transformation journey is in an extremely interesting phase, in which the company needs to further accelerate its renewal. She sees the transformation primarily as an opportunity.

"I am thrilled about the opportunity to join the exciting story of Posti, a company familiar to all Finns. Posti's renewal has started well. I look forward to working with all Posti employees in meeting our customers' expectations and in ensuring the future success of Posti," says Anna Salmi.

Source: [Posti](#)