

The KB Pedersen Story

More than 40 years ago, Mr K. B. Pedersen began his career with the Danish P & T as a learner, and his first management job was as manager responsible for finance and planning in the Copenhagen Mail Centre where he was one of the leading forces to alleviate the situation of the mail centre which had run into extensive financial trouble at the time. During his career, Mr Pedersen has held many senior posts, including as Senior Officer responsible for the administration of the post and giro departments of the General Directorate of P & T and as Senior Officer responsible for development and rationalisation activities of P & T.

From 1988 to 1995, Mr Pedersen was Deputy Chief Executive of the Post Office with responsibility for finance and planning. During this period, Mr Pedersen took part in the transformation of the Post Office into an independent public company, which was run according to the same principles as those of a public limited company. Thus, Mr Pedersen contributed to developing the corporate culture and market orientation that resulted from the subsequent transformation into a public limited company.

In 1995, Mr Pedersen was appointed Deputy Chief Executive Officer of Post Danmark with responsibility for mainly products, sales and marketing, distribution and the branch network. This underlines his core role in the development of Post Danmark under new market and business terms.

Being a bridge-builder between PPOs, Mr Pedersen has worked tirelessly to expand and share best practice among PPOs in a number of key areas, such as automation, quality and liberalisation.

By way of example, Mr Pedersen has been one of the leading forces to upgrade the quality of letter service at both the national and the international level. This is, among other things, reflected in the Nordic cooperation, on a European scale and in IPC.

When speaking about IPC and its activities in the field of improvement of cross-border quality of service, it is impossible not to mention Mr Pedersen. In this work, he has contributed heavily from the very start. As a pioneer on behalf of Post Danmark in this field of activity, Mr Pedersen has demonstrated highly developed professional ability and capability to establish necessary networks within the IPC Membership to make Upgrading of Quality one the core and most successful activities of the organisation. In the process, he has also acted as a leading force to establish necessary understanding for and implementation of strong organic cohesion and integration between domestic and international production processes at individual operators' levels. His early and pioneering understanding of the need for this integration at national level for cross-border connectivity between operators to succeed has had a profound importance for the whole concept of upgrading of quality. The fact that IPC members today almost routinely attain high and consistent cross-border levels of quality of service is perhaps the best testimony to the importance of this insight.

Mr Pedersen's extensive insights and associated ability to make things happen have also been put to use and benefit for operators outside the circle of IPC Members. Numerous times over the years, he has contributed to making projects and developments a success for operators by own active involvement and sharing out of own experience and expertise. Not least in relation to sister

operators in Eastern Europe and in the context of PostEurop has Mr Pedersen been a very active and listened to contributor.

In his long career, Mr Pedersen has established a very large network of peers and colleagues from the global postal world. At the same time, he has taken care to extend this network to also include professionals from many other walks of life and with importance for the postal sector. From this he has received inspiration and insights for the benefit of our sector. And, in turn, given back much inspiration and insight for the benefit of the network as a whole. If any, in all of this he has been inspired by a conviction that a well-run state-of-art postal operator offering postal products with appropriate addition and support of modern technology has a future role to play in meeting the needs of customers.

Since 2009, Mr Pedersen has been a member of the Group Management and since 2011 Executive Vice President and Deputy CEO of PostNord. He has been heavily involved in the work to create this leading Nordic postal company formed through the world's first merger between two national postal service providers, Post Danmark and Swedish Posten.

Mr Pedersen is furthermore a member of the Board of Directors of bpost and chairman of the Board of Directors of e-Boks A/S.

In 2012, Mr Pedersen received the global mail industry's most prestigious World Mail Award for "Industry Leadership". The motivation for honouring Mr Pedersen with this award was his stewardship of Post Danmark, under which the company has attained one of the best delivery quality rankings in the world whilst managing to retain profitability. All this during a period when letter volume decreased by 20 per cent.

In his work - and privately - Mr Pedersen is renowned for his down-to-earth approach and his open and understanding character. He is recognised and respected for his very extensive and comprehensive knowledge about areas of interest to him. This goes from the area of postal activity at the one end over areas such as rock and roll, traditional Danish cooking and gardening to literature and history at the other.