

- UPU National Quality of Service Coordinator responsible for projects, one of which received the 2014 Postal Technology Award for the Digital Innovation of the Year;
- Founding member of the UPU's Restricted Union **Postal Union for the Mediterranean (PUMed)**, officially established in Rome in 2011 by 14 postal operators.
- Actively involved in the research and innovation projects – part of the EU HORIZON 2020 project team on cognitive logistics that involves core technologies, such as Artificial Intelligence, Social Internet of Things and Big Data Analytics, and aims to open the postal industry towards Logistics 4.0.
- Chairman of the Slovenian Stamp Advisory Committee.
- Lecturer in International Postal Operations at the Vocational College of Postal Services and Telecommunications in Ljubljana.
- Chair of the Supervisory Board of the Feniksšped freight and forwarding company (2011–2018).
- Regular speaker at international conferences and events related to international postal services.

## CORE COMPETENCIES

- Business strategy planning and management
- New business development
- Project and sales management
- Quality of service
- Change management
- Logistics
- Freight and transportation
- International business
- E-commerce and strategy

## SKILLS

- Proven leadership, communication, mediation and negotiation skills;
- Ability to work in multicultural environments, independently or as part of a team;
- Strategic visionary skilled at navigating complex situations and identifying opportunities for improvement;
- Languages: fluent in English, German, Serbian, Croatian, Bosnian, Montenegrin, (spoken and written); basic knowledge of Russian; learning French.

## EDUCATION

B.Sc. in Economics (Foreign Trade), University of Maribor, Faculty of Economics and Business, 1996.

## CONTACT

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REPUBLIC OF SLOVENIA

# MARJAN OSVALD

**CANDIDATE FOR THE POSITION OF  
DEPUTY DIRECTOR GENERAL  
UNIVERSAL POSTAL UNION**



»I am a firm believer in the UPU and I know that the  
Organisation can do better for its members«

## MY VISION

UPU as an opportunity to:

- Reduce the gap in postal development between those in industrialised markets and those in emerging markets without hampering the development potential of the former;
- Help all its members adapt to the world of new information and communication technologies;
- Facilitate sustainable universal service provision throughout the world;
- Engage in dialogue with responsible owners – private and governmental;
- Strengthen dialogue with consumers and other postal industry stakeholders;
- Provide more future-oriented, innovative and cost-efficient operation of the Organisation.

## WHY?

To ensure that the UPU continues to serve its purpose in the most efficient way, while introducing much needed adjustments to help postal operators and regulators around the world rise up to the challenges of the changing postal environment generated by technological and economic developments.

## WHAT?

- UPU management policy
- UPU human resources policy
- UPU operational policy

## HOW?

- By improving financial stability of the organisation through a UPU administration reform;
- By promoting transparency and accountability through strengthened oversight mechanisms and improved governance;
- By business-oriented human resources strategy, focusing on experienced postal experts, while paying due attention to gender equality and geographical balance;
- By enhancing the dialogue between governments, regulators, postal operators, customers and other key postal industry stakeholders through an integrated approach to the future role of the UPU;
- By decentralising some of the Organisation's functions;
- By strengthening the UPU's existing role in setting fair common standards for free circulation of postal items through increased cooperation, technical support and consulting.

**As an outside candidate familiar with the issues facing today's postal operators I can bring in the critical eye and objectivity needed in the UPU restructuring process.**

## MY STRENGTHS

- High personal values and a broad awareness of geographical and cultural diversity;
- 20+ years of operational and managerial experience in the international postal business;
- Active member of the UPU Restricted Unions;
- Deep understanding of the UPU strengths and weaknesses from the operational point of view;
- Profound understanding of the challenges facing small countries and those in transition;
- Strong leadership skills and experience in facilitating international negotiations;
- In-depth knowledge of international accounting as a highly relevant topic within the UPU;
- Broad understanding of the issues facing today's postal operators;
- Extensive experience in working in complex and politically sensitive environments with a diverse range of high-level governmental, international and private sector stakeholders.

## WHO AM I?

### PROFESSIONAL PROFILE

An accomplished executive with 23 years of progressive responsibility in international postal operations, strategy and sales, with a proven ability to develop and implement international projects and a verifiable track record of maximizing international postal operations revenue. Effective in developing relationships with international partners and organisations. Have led key initiatives that significantly improved the quality of service of international mail in Slovenia Post.

### EXPERIENCE

- Director of International Mail at Slovenia's national postal operator Pošta Slovenije d. o. o., responsible for daily management of international postal and logistics operations, customs operations, international accounting, international product sales management, new business development and planning and project management, since 2008.
- Extensive experience in the operations of international postal organisations:
  - Active member of the UPU's Restricted Union **PostEurop Management Board** (2014–2016, 2017–2019), chairing the **Marketing Activities Circle** focusing on stamps and philately, new emerging industry trends, such as blockchain and online platforms, and campaigns, such as Keep me Posted EU, Two sides and others;
  - Long-standing member of a number of steering committees within the International Post Corporation (IPC);
  - Participated in the work of the UPU, attending several **UPU congresses** – Beijing 1999, Bucharest 2004, Geneva 2008, Doha 2012 and the 2018 Extraordinary Congress in Addis Ababa;





## MARJAN OSVALD

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### PROFESSIONAL SUMMARY

A Slovenian citizen, an accomplished executive with 24 years of progressive responsibility in international postal operations, strategy and sales. Currently Senior Adviser to the Executive Management of the Post of Slovenia (Pošta Slovenije d.o.o.), responsible for international relations and organisations. He was promoted to this position following a successful 12-year run as International Mail Director, responsible for daily management of international postal and logistics operations, customs operations, international accounting, international product sales management, new business development and planning, project management, etc.

### EXPERIENCE

Throughout his career, he has been deeply involved in international postal business, also as an active member of the PostEurop Management Board for the third consecutive mandate (2014–2016, 2017–2019, 2020–2022) and a long-standing member of various Steering Committees within the International Post Corporation (IPC). Furthermore, Mr Osvald has actively participated in the work of the UPU, including UPU Congresses (1999 *Beijing Congress*, 2004 *Bucharest Congress*, 2008 *Geneva Congress*, 2012 *Doha Congress* and 2018 *Addis Ababa Extraordinary Congress*). He was UPU National Quality of Service Coordinator with two awarded projects, one of them for an entirely new concept of the postal customs procedures backed up by a software solution that was awarded the *2014 Postal Technology Award for the Digital Innovation of the Year*. Mr Osvald also participated in the establishment of the *Postal Union for the Mediterranean (PUMed)*, which was officially founded in Rome in 2011 by 14 postal operators and later recognised as the UPU Restricted Union. In late 2019, he was elected a *PUMed* Board of Directors member. Domestically, Mr Osvald is Chairman of the Slovenian National Stamp Advisory Committee and Lecturer in International Postal Operations at the Vocational College of Postal Services and Telecommunications in Ljubljana. He was also Chairman of the supervisory board of *Feniksšped* (Freight and Forwarding Company) in the period between 2011–2018. He is a regular speaker at international conferences and events.

### CORE COMPETENCIES AND SKILLS

His core competencies are business strategy planning and management, new business development, project management, sales management, quality of service, change management, logistics, freight and transportation, international business, E-commerce and strategy.

Mr Osvald has experience in working within a team-based culture where compromise, commitment, planning, organisation and time management are required. He can effectively

work under pressure and to tight deadlines. He has knowledge and an avid interest in international relations and international development, and wide experience in working in multicultural environments. Additionally, he has proven leadership skills and an ability to motivate, strong verbal communication skills and strong negotiation and persuasive skills.

As a PostEurop Management Board Member he is in charge of the Emerging Industry Task Force dealing with blockchain technologies and platforms.

He has an excellent command of the English, German, Serbian, Croatian, Bosnian, Montenegrin (spoken and written), Macedonian and Bulgarian languages, a basic knowledge of Russian (he is able to read Cyrillic script), and is learning French.

### ***EDUCATION***

B.Sc. in Economy (Foreign Trade), University of Maribor, Faculty of Economics and Business, 1996