

## **Professional Bio**

Eddy Richauvet is a French entrepreneur and logistics expert with over 30 years of experience in transport, e-commerce, and digital transformation.

He began his career at TNT Express before founding several innovative companies in logistics and technology — including Phat Logistics, ShipLeader, and ShopRunBack, a global platform specialized in reverse logistics for e-commerce.

Recognized for his strategic vision and operational expertise, he focuses on creating sustainable, customer-centric, and technology-driven supply chain solutions that connect brands and consumers worldwide.

## **Motivation Letter**

To the Members of the Universal Postal Union Consultative and Management Committee,  
On behalf of ShopRunBack, I am honored to present our candidacy for continued participation within the Management Committee of the Universal Postal Union (UPU).

As a company deeply committed to innovation in reverse logistics and cross-border e-commerce, ShopRunBack has been actively contributing to shaping a more sustainable, transparent, and customer-oriented global logistics ecosystem. With over 30 years of experience in transport, logistics, and e-commerce, our leadership team brings extensive operational expertise and a strategic vision aligned with the UPU's mission to modernize and harmonize global postal and logistics networks.

Through our activities across Europe, Asia, and the Americas, we have developed concrete solutions that enhance returns management, circular logistics, and digital traceability — essential pillars for the future of international e-commerce. Our ambition is to continue sharing this expertise and collaborating with fellow UPU members to strengthen interoperability, promote sustainability, and support the digital transformation of global postal services.

We strongly believe that the collaboration between public postal organizations and private innovators is key to building an inclusive and efficient cross-border logistics ecosystem. ShopRunBack is proud to contribute to this shared vision and is eager to continue supporting the UPU's initiatives in this direction.