

Curriculum vitae

Dr. Wolfgang Baier



Personal Data

1974
Austrian

Professional experience

Dr. Wolfgang Baier has been the Group CEO of Luxasia Pte Ltd., a leading Asian omni-channel beauty distributor and retailer since August 2016. Prior to that, Dr. Baier was the Group CEO of the Singapore Post Group from 2011 to 2016, where he successfully led the transformation of the company into non-mail businesses such as logistics, retail and e-commerce and accelerated its global expansion. Previously, Dr. Baier worked for more than ten years with McKinsey & Company in Europe and Asia. He was a partner at the Singapore office leading the Transportation and Logistics as well as the Operations activities of McKinsey & Company in South East Asia. Dr. Baier has been a member of the Board of Directors of Aramex, a listed international express, mail delivery and logistics services company since 2018. Dr. Baier also served as a Non-Independent Director at Singapore Post Limited from 2011 to 2016 and was a member of the Future Economy Committee of the Singapore Ministry of Trade & Industry from 2017 to 2018.

Education

Dr. Baier holds a PhD in Law with distinction from the University of Vienna as well as a Master's degree in Law from the University of Vienna (Austria) and a Master's degree in Business Economics from the Universities of Exeter (UK) and Graz (Austria).