

Selma Postma

Chief Data Officer, Ahold Delhaize Europe & Indonesia

Selma Postma has served as Chief Digital Officer for Ahold Delhaize Europe & Indonesia since September 2021. Selma is also a supervisory board member of De Stihho Group.

With the company for more than 20 years, Selma has worked across a range of Ahold Delhaize businesses and brands, accumulating a wealth of knowledge in creating a seamless omnichannel food shopping experience for our customers.

She joined US Brand Stop & Shop in March 2020 as EVP for Marketing and Omnichannel, focusing on a renewal of the brand positioning and culture, the omnichannel commercial transformation, and supporting customers and communities as Stop & Shop navigated unprecedented challenges during the COVID-19 pandemic. Prior to that, Selma served as President of our US pure player Peapod.com, after expanding the market leading online grocery business at our Dutch Brand Albert Heijn for 5 years as General Manager.

Selma started her career at Royal Dutch Shell in a variety of managerial roles. She holds a Master's in Strategic Management from Erasmus University in Rotterdam.