

QLS GROUP APPOINTS ANNEKE KELLER AS GROUP CHIEF TECHNOLOGY OFFICER

Wednesday 5 August, 2026

QLS Group, one of Europe's largest independent eCommerce fulfilment providers, has appointed Anneke Keller as Chief Technology Officer, joining on 4th August 2026.

The appointment comes as QLS continues to sharpen its technology focus across a network that now spans Europe, the UK, North America and Australia, following the Group's acquisitions of ShopWeDo and J&J Global Fulfilment in 2024 and 2025 respectively. Anneke will sit on the Group Board and report directly to Quincy Boogers, Group CEO, giving the Group's technology strategy a direct voice at leadership level.

Anneke will take charge of technology across the whole Group, with a mandate to keep QLS ahead of the curve in tech-enabled fulfilment. That includes steering the next phase of QLS' my.QLS platform and J&J's ControlPort™ platform, and pushing forward the adoption of AI and automation throughout the business. For QLS Group's customers, Anneke's appointment signals a continued investment in the technology that underpins their day-to-day operations, including platform reliability and faster releases to smarter tools that help eCommerce stores manage stock, orders and fulfilment with greater speed and accuracy as they scale.

She joins with more than 20 years of senior technology leadership experience, having held roles including CTO at PostNL and Wehkamp, Head of Jumbo Tech Campus, and senior technology positions at Coolblue, KPN and TomTom. Across a 30-year career, she has led digital transformations, built and reshaped tech teams, introduced DevOps and agile ways of working, and delivered both embedded and cloud-based solutions, always with a focus on enabling faster innovation that stays aligned to business strategy.

Alongside her technical track record, Anneke is known for her focus on people and leadership, having spent recent years coaching leaders and teams through complex organisational change. She sees strong technology and strong teams as inseparable, and believes that building resilient, high-performing teams is just as important as the technology itself.

Quincy Boogers, Group CEO of QLS Group, said: "Anneke's appointment is a real step forward for QLS Group as we continue to invest in the technology that supports our growth. She brings a rare mix of deep technical expertise and a genuine focus on people. We're delighted to welcome her to the Group."

Anneke Keller, Chief Technology Officer of QLS Group, said: "I'm excited to join QLS Group at such a pivotal moment. The Group has a clear ambition to lead on tech-enabled fulfilment, and I look forward to working closely with the teams across Europe, the UK, North America and Australia to deliver on that vision."

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For further information, please contact kristian.longden@jamesandjames.com

About QLS Group

QLS was founded in 1990 as a parcel service business, moving into eCommerce fulfilment in 2015, and remains family-owned today. The Group has grown significantly through the recent acquisitions of J&J Global Fulfilment and ShopWeDo, extending its reach across Europe, the UK, North America and Australia. Built around tech-focused solutions, QLS helps eCommerce brands scale with confidence, combining fulfilment expertise with the technology to support ambitious growth at every stage.

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