

Ex-Trainline GM James Moore joins fulfilment.com board as the 3PL comparison marketplace enters its next growth phase

The appointment follows fulfilment.com's £4M Late Seed round and brings two decades of marketplace experience to the growing platform's board.



LONDON, UNITED KINGDOM, August 17, 2026 /EINPresswire.com/ -- fulfilment.com, the data-driven 3PL matching platform that connects ecommerce brands with [Third-Party logistics \(3PL\)](#) [fulfilment](#) providers, has announced the appointment of James Moore as a Non-Executive Director.



James brings exactly the kind of marketplace expertise and operational depth we need as we scale."

James Olsen, Founder and CEO, fulfilment.com

The appointment follows the company's £4M Late Seed investment round in February 2026, led by Blackfinch Ventures with participation from Haatch Ventures, and marks a significant step in building the strategic leadership to support fulfilment.com's continued international expansion. Moore brings nearly two decades of experience building and scaling fast-growth technology marketplaces. His career spans senior roles at Betfair, EA Games' Origin,

eBay, and Amazon, before joining Trainline as General Manager of the UK consumer business. He formed part of the executive team that took Trainline to IPO in June 2019 at a valuation of £2.1 billion.

Following Trainline, Moore worked alongside the founding team at YourParkingSpace, supporting their scale-up through to a successful £125 million exit. He is currently CEO of Shift, the large item delivery marketplace and lockers business, and operates as a non-executive director and angel investor across a number of technology businesses.

James Olsen, Founder and CEO of fulfilment.com, said:

"James brings exactly the kind of marketplace expertise and operational depth we need as we scale. He has built and exited businesses at the highest level, understands the dynamics of fast-growth technology platforms, and has genuine experience in logistics and delivery. As we

continue to expand across our key markets, his insight will be invaluable."

About fulfilment.com

Founded in 2024 by James Olsen, fulfilment.com is a UK-based SaaS platform that replaces the slow, manual process of finding third-party logistics partners. Using data-driven matching, instant quoting, and real-time performance insights, the platform connects high-growth ecommerce brands with vetted 3PL providers across the UK, EU, US, Canada, and Australia. fulfilment.com has connected over 6,000 brands to date and completed a £4M Late Seed investment round in February 2026.

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