



Adam Jaffe, new Chief Marketing Officer in ABA English

Barcelona, November 9, 2015 – **ABA English**, the online English academy with 5+ million students from around the world, has announced the appointment of the mobile marketing expert **Adam Jaffe** as new **Chief Marketing Officer**. In light of the growing challenges posed by the mobile learning industry, Jaffe's appointment aims to underscore ABA English's achievements in the dynamic sector of mobile education.



Adam Jaffe will lead both the company's user acquisition and monetization teams, key departments within ABA English's growth and international expansion strategies. Adam joins at a strategic time, with the academy's current 5+ million students growing at exponential monthly rates, thanks to its unique teaching methodology which can be followed both on mobile devices and computers.

"Today mobile devices are a decisive influence in any online business, and that certainly includes our Education industry, where m-learning is here to stay," stated Javier Figarola, CEO. *"Adam's track record and expertise in this field will be key drivers to develop our mobile marketing capabilities."*

A graduate in International Business and Philosophy by Linfield College in the USA, Adam boasts an intense professional career as a performance and mobile marketing specialist, which he acquired in several leading social gaming companies.

Of note, he developed from scratch and implemented all performance marketing at Playtika, one of the largest social gaming firms in the world. There he launched several game apps which still today are among the top 100 most installed worldwide. In the Spanish-based Social Point, which today has over 300 million players, he also created and developed the marketing department, leading mobile and performance campaigns and also introducing more unusual marketing techniques for such digital industries, such as TV advertising campaigns.