



Marc Vicente Appointed New Chief Executive Officer of ABA English

Barcelona, 17th April 2018.- ABA English, the online English-language school headquartered Barcelona, has announced the appointment of **Marc Vicente as the EdTech company's new Chief Executive Officer**. He succeeds Javier Figarola who, as co-founder, shareholder and member of the board, will continue to be involved in the company, now focusing on ABA English's long-term strategy.



Marc Vicente's mission will be to drive the company's growth and further scale it internationally. With his extensive experience in digital companies in different world markets, Marc's professional profile is ideal to lead the second phase of global growth that ABA English is planning.

Disruptive growth & international background

Marc Vicente has acquired broad experience in digital and e-commerce companies, having held various executive positions as head of marketing, operations and general management. He has lead disruptive growth strategies at companies such as Rakuten, Akamon, AVG, lastminute.com and, most recently, at Cdiscount, one of Europe's leading e-retailers, based in France.

Another decisive factor for becoming ABA English's top executive is his strong international profile. A native of Barcelona, Marc has worked in several markets - the UK, Germany, France, Japan... - and so contributes extensive multinational experience which will be very valuable for reaching ABA English's ambitious goals over the next few years.

"I am honoured to have the chance to head a company like ABA English and join the excellent team of professionals who achieved its first phase of exponential growth. The ABA learning method is unique and the result of own development, the product is effective and innovative, and it is very stimulating to work in an inspiring sector like education. I am very excited to face the challenge of leading the company towards its next hurdle globally: the goal of becoming the absolute digital leader in the field of English language learning", declared Marc Vicente.

Towards a more strategic role

Marc Vicente takes over from Javier Figarola who was at the helm of the company since 2012. Javier was the architect of ABA English's first growth and globalisation phase. Under

his leadership, the company has become one of the world leaders in online education, with over 20 million students in 170 countries today.

"Marc Vicente is the perfect new addition to join and successfully deal with the new challenges we have set for ourselves here at ABA English, and has all our trust. His proven managerial skills, both operational and strategic, his successful track record and his approachable and committed leadership style, are noteworthy qualities of Marc which I believe will be key for developing the company over the next few years", noted Javier Figarola.

In only five years since launching in 2013, ABA English has become a world leader in the EdTech sector, competing today as one of the world's three main players in online language education. Marc's arrival paves the way for the second phase of global growth ABA English has set itself for the next few years.

About ABA English

ABA English is an online English school with millions of students in over 170 countries and the leading provider of digital English in South Europe and Latin America. It is distinguished by its teaching methodology, the ABA Natural Method, which translates the principles of natural mother-tongue learning to the digital space and uses high quality short films produced in-house.

A renowned startup of the EdTech industry, ABA English was awarded "Best Educational App" by Reimagine Education and has been featured by Apple and Google as one of the best educational apps. Furthermore, in 2016 it became the first digital academy to be authorised to issue Cambridge English certificates. Based in Barcelona, its team is made up of more than 80 professionals from 20 nationalities.

For further information, go to www.abaenglish.com or, for mobiles: [AppStore](#) or [GooglePlay](#).