

## CR2 appoints Juan Cejudo as Senior Vice President

Written by Australian Business

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( [PRLEAP.COM](https://prleap.com) ) CR2, a leading provider of multichannel banking software, today announced the appointment of Juan Cejudo as Senior Vice President. He will lead CR2's ongoing sales activities in the Middle East and Africa while also driving growth in new strategic markets including Latin America and Asia.

Juan Cejudo joins CR2 with a proven track record of driving business growth in the Middle East and African markets. He brings with him over 20 years of industry experience, having previously held senior positions in Temenos, Misys, and most recently as Managing Director of Middle East operations at niche banking consultancy firm SOFGEN.

CR2 has an established presence across the Middle East and Africa where many banks have selected BankWorld, CR2's multichannel banking platform, to drive their self-service channels including the ATM, internet and mobile banking channels. Juan will continue to build on CR2's success in this region while also bringing BankWorld to new strategic markets such Latin America or Asia.

Speaking about his appointment, Juan Cejudo commented, "I look forward to joining CR2's dynamic sales team. I believe that self-service banking is the future and I am pleased to be part of this fast-growing company at a crucial time in the industry's history."

Martin Dolan, CEO, CR2, also commented, "We are very happy to have Juan on board as the newest addition to the CR2's Leadership team. Juan has established himself as an industry expert and under his leadership I believe he will drive our geographical expansion and continue growth in our existing markets."