

AFX hires veteran Siju Daniel as new CCO

AFX is proud to announce the strategic appointment of Siju Daniel as its chief commercial officer, marking a significant milestone in the company's pursuit of global expansion and excellence in the financial services sector.

With over two decades of distinguished leadership across various international markets, Daniel brings a wealth of experience and insight to his new role.

Having previously served as the CCO of FXCM, Daniel demonstrated a remarkable ability to drive revenue on a global scale, emphasizing his deep understanding of both financial markets and regulatory frameworks.

In his capacity as CCO, Daniel will spearhead initiatives aimed at bolstering AFX's global revenue streams, with a particular focus on the retail sector. This strategic endeavor entails the implementation of strategies tailored to capitalize on emerging markets and expand the company's footprint across new geographic regions.

Daniel expressed his enthusiasm for the opportunity, saying: "Joining AFX is an exhilarating opportunity to combine my passion for innovation with a dynamic



AFX Chief Commercial Officer Siju Daniel
AFX

global platform. I'm thrilled to embark on this journey, leveraging AFX's strong foundation to drive unparalleled growth and client success in the ever-evolving financial landscape."

AFX Chairman Joe Li echoed Daniel's sentiments, expressing confidence in his ability to drive the company's global growth strategy.

"We are delighted to welcome Siju Daniel to the AFX team as our chief commercial officer," Li said. "With his impressive track record and extensive knowledge in the

financial services industry, Siju will play a vital role in driving our global growth strategy. I am confident that his leadership and expertise will significantly contribute to our success and further elevate AFX's position as a leader in the online trading industry."

Daniel's appointment underscores AFX's commitment to attracting top-tier talent, as evidenced by recent high-profile additions to its executive team. Bolstered by a strategic investment in technology enhancements and infrastructural developments, AFX is poised to leverage cutting-edge solutions such as blockchain and artificial intelligence to deliver unparalleled trading experiences.

As the company continues to chart its course toward sustained growth and market dominance, it remains steadfast in its mission to redefine the standards of excellence in the global financial marketplace.

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