

MOTORK HIRES PABLO BARRIOS AS COUNTRY MANAGER SPAIN

After an impressive professional career, Pablo Barrios joins MotorK Spain as Country Manager to direct the company's path in Spain.

Madrid, Septiembre 2020 – MotorK Spain (<https://www.motork.io>), is pleased to announce that Pablo Barrios joins the MotorK family as Country Manager for the Spanish market. With a Bachelor in Business Administration and postgraduate studies in Finance, Marketing and Project Management, Pablo brings more than 25 years of experience having worked for multi-national companies, digital agencies and OEMs. Over the past 9 years Pablo was the Global Head of Digital Marketing and Global Digital Platforms at SEAT, a Volkswagen Group company. In his career he has led local projects in multiple different countries as well as regional projects in Europe, North Africa, America and Asia, thus complementing his international profile.

Pablo Barrios is a safe bet to take MotorK to the next level, as **Milena Roveda, Group COO** points out: «*We are delighted to have Pablo with us. Spain is the second largest market for MotorK and under Pablo's leadership we will be able to consolidate a first-class team to achieve the ambitious goals we have for Spain*».

Pablo Barrios arrives at a key moment for the company and will lead the local team to achieve the strategic objectives set, always having the satisfaction of our customers as a priority.

About MotorK

MotorK is the leading, automotive-specific sales and marketing technology company in Europe. With a unique mix of SaaS products and strong digital auto expertise, MotorK offers cloud-based products and services specifically designed to empower the auto industry to better manage the digital customer experience. Founded in Italy in 2010, the Company is backed by prestigious Venture Capital firms 83 North and Zobito and employs over 330 people across Italy, Spain, France, Germany and the UK. The company is serving 90% of the car brands and more than 1.500 dealers in EMEA. With the largest European R&D department in the digital automotive business, MotorK has been recognised by multiple organizations as one of the fastest growing tech companies in Europe (inc. Euronext TechShare, Tech Tour 50, Technology Fast 500 EMEA, FT 1000).

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