



ABA English Appoints Pedro Serrano New Chief Marketing Officer

Barcelona, 26 September 2017 – The online language school [ABA English](#) has recently **appointed Pedro Serrano as Chief Marketing Officer (CMO)** and member of the management team. Pedro Serrano brings the digital academy **valuable expertise as both a computer science engineer and an experienced online marketer**, with a 20 year-long career in various e-commerce and tech companies.



Pedro Serrano **joins at a pivotal time for the Spanish startup**, currently readdressing business strategies aimed at driving its next stage of expansion. In five years ABA English has established itself as a recognized player of the **international EdTech sector**, today boasting over **17 million students** worldwide who access the course both via **web and iOS and Android mobile devices**.

“I’m inspired by challenges that require combining facts, business strategies and creativity,” said Pedro Serrano. “I see ABA as the ideal place to put all this into practice and I’m delighted to join the team that has brought the company to its current levels of success.”

As a Computer Science engineer (Universidad Polit cnica de Catalunya) and with master degrees in Competitive Intelligence (Universidad Pompeu Fabra) and Marketing Management (EAE Business School) plus Data Science Specialization (John Hopkins University), Pedro Serrano’s broad know-how encompasses information technologies, analytical sciences and both off and online marketing.

His previous professional career includes the position of CMO at Ofertia.com and AnudaSeguros, in addition to several management roles within e-marketing at other online companies such as Emagister.com or Habitaclia.com. He began his career as a software engineer and during the last seven years he has also worked as a digital marketing consultant while holding his various in-company management positions.

“With Pedro’s successful track record in digital marketing, including other EdTech industry companies, and being a tech expert, we’re sure he will play a key role in helping us achieve the challenges that lie ahead,” said **Javier Figarola**, CEO of ABA English.



About ABA English

ABA English is an online English language school with millions of students in over 170 countries. 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.

Para más información visite www.abaenglish.com o para móviles: [AppStore](#) o [GooglePlay](#).